



Digital Billboard Specs

THE MESSAGE

- Express the most important idea concisely.
- Use short copy lines. Seven words or less.
- Make sure the advertiser's name is legible.
- Try to use either a website or a phone number, but not both.

FONTS

- Use bold fonts. Avoid italic, thin serif or decorative fonts.
- 36" letters can be read from 1,800 feet; 12" letters from 600 feet

Works Works *Doesn't Work Doesn't Work*

IMAGES

- Choose images with simple backgrounds.
- Avoid using landscapes or complex scenes.
- Make small object large rather than a large object small.

QUESTIONS?

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TENNESSEE & ALABAMA

FILE SPECIFICATIONS

File size: File size vary slightly from digital to digital. See file sizes below. If you are unsure of your location, contact your Account Executive for the exact size.

Location	Address	Unit Size	File Size (Pixels)
94267 - Chattanooga, TN	2123 Gunbarrel Rd. Chattanooga, TN	10.5H x 36W	144H x 528W
984185 - Chattanooga, TN	1548 Riverside Drive. Chattanooga, TN	12H x 25W	288H x 612W
985333 - Chattanooga, TN	7032 E.Brainerd Rd. Chattanooga, TN	12H x 25W	288H x 612W
985360 - Chattanooga, TN	3225 Broad St. Chattanooga, TN	12H x 25W	288H x 612W
985506 - Chattanooga, TN	5659 Brainerd Rd. Chattanooga, TN	12H x 25W	288H x 612W
99370 - Chattanooga, TN	5119 Hixson Pike Chattanooga, TN	12H x 25W	288H x 612W
936203 - Chattanooga, TN	5540 Hwy 153 Chattanooga, TN	12H x 25W	288H x 612W
1401 - Chattanooga, TN	7355 E. Brainerd Rd W/O Gunbarrel	12H x 25W	288H x 612W
94278 - Chattanooga, TN	1111 Dayton Blvd., Red Bank, TN. 37405	10.5H x 36W	256H x 936W
94271 - Huntsville AL	5905 University Dr. NW Huntsville, AL	10.5H x 36W	256H x 936W

Resolution: 72DPI

Formats: .jpeg, .bmp, .png

COLORS

- All files must be in RGB.
- When using black make sure your values are R-0, G-0 and B-0.
- Bold, rich colors work better during the day. Pastel backgrounds are more vibrant at night.