BULLETIN DISPLAYS, LLC
"Creative Outdoor Advertising"

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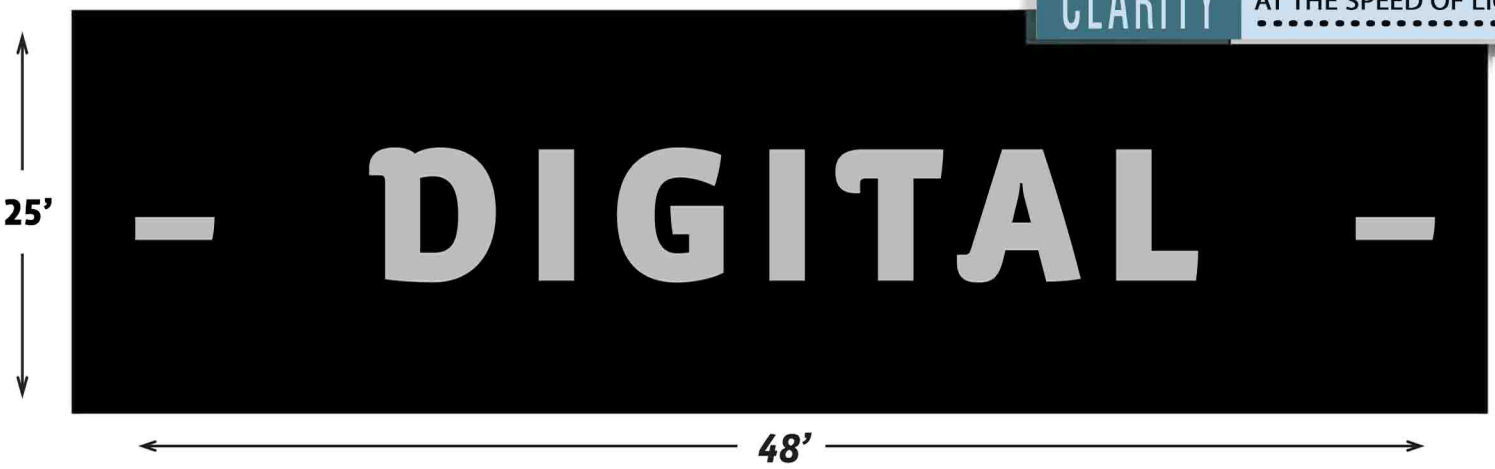
CREATIVE SPECS

CLARITY AT THE SPEED OF LIGHT.



LED SCREEN 25 ' x 48'

FILE SIZE Pixels 768 H X 1,504 W

COLOR MODE RGB

FILE Format Maximum Quality (JPG)

FILE FORMAT

- JPG, BMP or GIF for still image content at 100% quality; Use RGB color, not CMYK.
- Resolution: 72 dpi is adequate. Because message centers have a fixed pixel spread, DPI is technically irrelevant.
- Physical size of artwork is also a non-factor. Focus on the actual pixel dimensions (height and width) of artwork.

KEEP IT SIMPLE

To create effective messages with your electronic sign, keep the wording short and succinct.

- Don't use eight words when four will do. Think headlines not full statements.
- Short, simple words To maximize quick comprehension by motorists.
- A single idea is better than trying to combine multiple offers or messages..

KEEP IT BIG

Large text will allow motorists to see your message from a greater distance. If your text is too small, it will be too hard to read. Small print with lots of words, is more likely to be ignored by your audiance. Although we strongly recommend a 12" character as a minimum. Print 3/16 scale and view it at 15.5 feet (i.e. 48' = 9")

KEEP IT CLEAN

Avoid using thin fonts and as most script fonts. The strokes of each character are simply too thin to maintain legibility over long distances. Use thick, heavy fonts to maximize readability. The bold option is an excellent way to add weight to your wording. It is recommended to add a thin dark stroke around the text to separate it from the background.

KEEP IT COLORFUL

High color contrast is a key ingredient. Just like using large text, the right color combination can make your message readable from a much longer distance. Refer to the samples below for many of the best text color vs. background combinations for your electronic sign.

Memberships: Outdoor Advertising Association of America (OAAA), Califorina State Outdoor Advertising Association (CSOAA), Traffic Audit Bureau (TAB) and California Sign Association (CSA).