



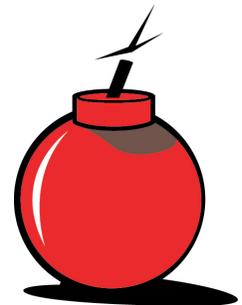
Digital Specs

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Building digital creative

{ IT'S ALL IN THE DETAILS.

BOLD CREATIVE

Choose fonts wisely

As a general rule, digital artwork is best with bold fonts that contrast with the background. Artwork for signs should be clear, simple, precise and easy to read. Use a typeface that does not consist of thin lines that could look broken up to a motorist. Adding an outline to your text can help separate it from the background.

*This will not catch
the attention of motorists!*

Pastel colors and some cursive fonts do not stand out to motorists.

White space does not apply

Printed materials often use white space in their advertisements; however, in outdoor the rule does not apply. If you have available space, increase your fonts and images. Every inch of the LED artwork is valuable.

Bold & Beautiful
FONTS BRING CUSTOMERS THROUGH THE DOORS!

Bold fonts with a contrast between the text and background guarantee an advertisement will be noticed.



**WHAT EXACTLY IS
BEING SOLD HERE?**

Photo should have a bolder presence in the artwork.



**DETAILS
GET NOTICED.**

Attention is immediately drawn to what is being sold.

Assess your artwork

The average viewing time of an LED is approximately five seconds. Stand at a distance from another person and flash your artwork for five seconds. Were they able to read the entire creative? Was there a call to action? Were they able to make out the image?

Details of an image can be hard to point out. Are the shoes, the dress or the woman's hair the point of the ad?

By focusing on the details of a product, motorists immediately know the point of the message.



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FLASHY CREATIVE

Well-executed ads move the masses

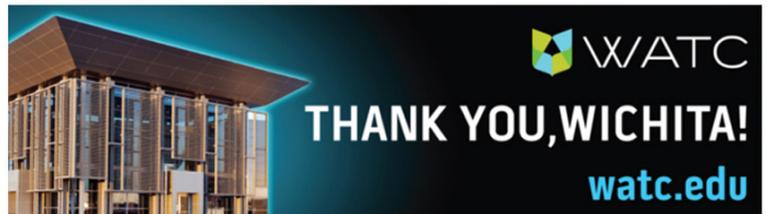
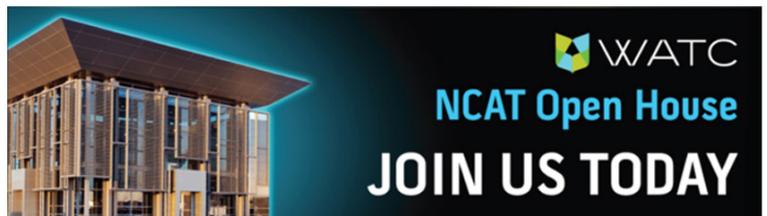
The best ads are simple. Designs will need to be read from a distance. Display one idea or thought.

Make a bold statement. As a general rule, the best artwork consists of SEVEN words or less.

Differences are good. A strong contrast between the images, logo and background is essential to a motorist understanding a message.

One idea is best. The best artwork consists of ONE headline, ONE logo and ONE image.

The National Center for Aviation Training hosted an open house and invited and thanked the public by utilizing the LEDs in the Wichita market.



Images can be tricky

To pick up the details in an image, crop the picture to focus on one specific area. Motorists have difficulty noticing the fine details of a campaign. Make sure your image is relevant to the message and text in your artwork.

Farha Roofing displayed digital advertisements during and immediately after storms hit the Wichita area.



Billboard design

{ IT'S ALL IN THE DETAILS.

FONT SIZE RELATES TO BILLBOARD EFFECTIVENESS

Choosing the right font size for your billboard designs

For maximum readability use the chart to the right to determine the actual height of your billboard design's lettering. Remember, the most important information on the billboard should be the largest in order to ensure that it is read first.

LETTER HEIGHT	READABLE DISTANCE	TIME TO READ AT 60 MPH
48 inches	480 feet	5.25 seconds
36 inches	360 feet	4 seconds
24 inches	240 feet	2.5 seconds
18 inches	180 feet	2 seconds
12 inches	120 feet	1.25 seconds
9 inches	90 feet	1 second



9 INCH TEXT
12 INCH TEXT
24 INCH TEXT
36 INCH TEXT
48 INCH TEXT

Distance affects how a billboard is read

This image simulates the appearance of letter heights if read from 500 feet away while driving on a freeway.



9 INCHES
12 INCHES
24 INCHES
36 INCHES
48 INCHES

This image simulates the appearance of letter heights if read from 300 feet away while driving on the highway. Surface street billboards allow the smallest font size.

Challenges in outdoor billboard design

Print advertising is able to utilize the "white space" rule which allows open space for visual effect and impact. This creates a readability challenge for the viewer of your billboard.

Billboard designs with excessive copy force the designer to use smaller letter sizes and can result in unreadable text and a confusing message. An outdoor design rule is to use seven words or less in your billboard design.



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Digital artwork specs { IT'S ALL IN THE DETAILS.

By creating your design in the correct format, you will realize several important benefits and ensure that we produce a quality design in the most efficient and accurate manner possible.

DIGITAL BULLETINS (14'X48')

Eight-second STATIC ads:

1800x500 pixels, 96 dpi, RGB image, submit as JPEG file

Eight-second MOTION ads:

1800x500 pixels, 96 dpi, RGB image, submit as AVI file



MAIN STREET DIGITAL POSTERS (8'X16')

Eight-second STATIC ads:

700x300 pixels, 96 dpi, RGB image, submit as JPEG file



ACCEPTABLE FILE TYPES

In order of preference



DIGITAL POSTERS (10'X30')

Eight-second STATIC ads:

1500x500 pixels, 96 dpi, RGB image, submit as JPEG file

Eight-second MOTION ads:

1500x500 pixels, 96 dpi, RGB image, submit as AVI file



DIGITAL JUMBOTRON (28'X48')

Eight second STATIC ads:

1600x1000 pixels, 96 dpi, RGB image, submit as JPEG file

Eight second MOTION ads:

1600x1000 pixels, 96 dpi, RGB image, submit as AVI file

