



Preparing Files for Outdoor Displays:

File Format: Jpeg

Resolution: 72 dpi

Color Format: RGB

Size (pixels): 888 wide x 240 high

Digital Design Quick Tips:

- Content should be simple, bold, legible, and brief.
- Remember the product user must be able to see the artwork, scan for details, and make an assessment of the data.
- Do not overwhelm them with visual clutter.
- Select typefaces with ease of readability in mind. Large, bold fonts make it easier for your audience to read and comprehend text from different viewing distances. In addition, text using all capital letters is hard to read. Use text made up of both upper and lower case letters.
- To enhance readability and comprehension, use a limited amount of text. As a general rule, use no more than ten words total, including logos and tag lines.
- Avoid white backgrounds. White backgrounds on digital displays will repel the eye, not attract.
- Use good contrasting colors to make your ad more noticeable and much easier to read.

Submitting Ads:

Email to: matt@langmedia.com.

Good Design Examples



Bad Design Examples

