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## Digital Billboard Artwork Specifications

### **PULASKI LOCATION**

Artwork Dimensions: 144 pixels tall x 304 pixels wide

### **ROGERSVILLE LOCATION**

Artwork Dimensions: 208 pixels tall x 544 pixels wide

#### **Artwork Requirements:**

File format is JPEG, using RGB color, not CMYK.

#### **Additional Suggestions:**

- Keep the wording short and succinct. Avoid spelling out complete sentences, don't use 8 words, 4 will do.
- A single short message idea will read quicker and more easily than trying to combine multiple offers or trying "say it all at once." Motorists are moving and need quick comprehension.
- Keep the text large so motorists can read from a greater distance.
- Recommendation is a 12" character as a minimum. Three foot text, and larger, would be optimum.
- Keep the fonts and scripts clean. Avoid thin fonts and scripts. Bold, thick, and heavy fonts maximize readability quickly and from greater distances.
- Keep it colorful. High color contrast is a key ingredient. Color combination can make your message readable from greater distances also.

- Examples: 