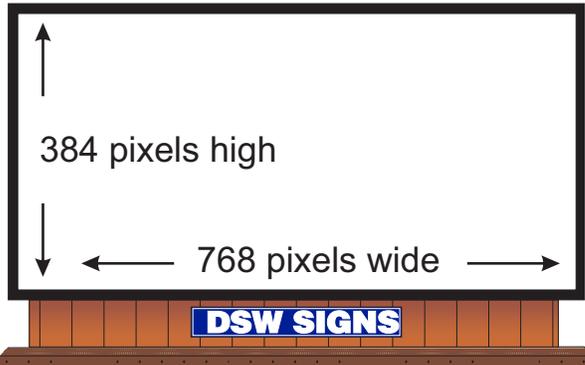


12'X24' DIGITAL 192 X 384 Pixel Matrix
DIGITAL ASPECT RATIO IS 2:1

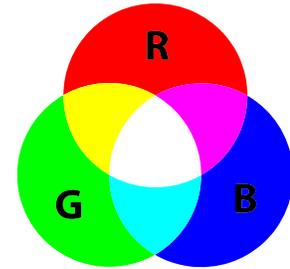


ARTWORK SIZE WILL BE: (IN PIXELS)
384 PIXELS HIGH X 768 PIXELS WIDE
FILE SHOULD NOT EXCEED 1 MEGABYTE

ART / PRODUCTION SPECS

FILE FORMAT

Save artwork as JPG at maximum quality.
Create in RGB color mode, not CMYK
Resolution: 72 dpi is adequate, but send us your highest resolution files.
File size not to exceed **1 Megabyte**.
Physical size of artwork is also a non-factor.
Focus on the pixel dimensions (height and width) of artwork



FILE DELIVERY

Email files to creativeteam@dswsigns.com or to your account executive.

DESIGNING TIPS:

Digital signs produce color through an additive process, RGB. colors are produced when adding different amounts of red, green, and blue. White is produced when all three colors are combined. Whites on the digital display may show a tint of either red, green or blue as one color may slightly over power another. Black is the total absence of color, R-0,G-0,B-0.

Keep it Simple - Effective messages are short and concise. Avoid spelling out complete sentences. Don't use 8 words when 4 will do. Stick with shorter, simple words to maximize quick comprehension by motorist. A single message idea will read quicker then combining multiple offers.

Keep it BIG - Large text will allow motorist to see your message from greater distance. if it is to small to read, your customer will likely disregard your message entirely.

Keep it Clean - Avoid using thin fonts as well as most Script fonts. The strokes of each character are too thin to maintain legibility at a distance. Use thick, bold fonts to maximize readability.

CONTACT US

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