

Florida Digital Spec Sheet

OUTDOOR SPECS

144H X 560W PIXELS

- 109
- 111
- 112
- 113

144H X 448W PIXELS

- 116

144H X 464W PIXELS

- 100
- 101
- 115
- 119

180H X 660W PIXELS

- 108

192H X 648W PIXELS

- 134
- 135

FILE SPECS:

Size: Based on resolution of screen

Resolution: 72 ppi

Color mode: RGB

Format: Jpeg

Reading:

1" of text height = 50' reading distance

Example - 30" letters = 1500' distance

15" letters = 750'

Design:

1) Use readable fonts, bold, avoiding the ornate

2) Use high contrast

3) Digital LED billboards cannot reproduce white backgrounds. If you provide creative proof(s) using white backgrounds, the actual color will appear as a white/grey scale once creative is uploaded to the LED board. *We highly recommends using darker backgrounds with lighter copy to provide better contrast and clarity.*

Send Finished File to:

Amy Crook

TierOne Media

641-841-1065

amy@tieronebillboards.com

Montgomery Digital Spec Sheet

OUTDOOR SPECS

216H X 810W PIXELS

- 201
- 202

126H X 378W PIXELS

- 203
- 204

126H X 360W PIXELS

- 205
- 206

176H X 560W PIXELS

- 207
- 208

140H X 380W PIXELS

- 210
- 211
- 212

144H X 528W PIXELS

- 216

208H X 704W PIXELS

- 213

162H X 630W PIXELS

- 218

260H X 880W PIXELS

- 219
- 220

FILE SPECS:

Size: Based on resolution of screen

Resolution: 72 ppi

Color mode: RGB

Format: Jpeg

Reading:

1" of text height = 50' reading distance

Example - 30" letters = 1500' distance

15" letters = 750'

Design:

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3) Digital LED billboards cannot reproduce white backgrounds. If you provide creative proof(s) using white backgrounds, the actual color will appear as a white/grey scale once creative is uploaded to the LED board. *We highly recommends using darker backgrounds with lighter copy to provide better contrast and clarity.*

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Mobile Digital Spec Sheet

OUTDOOR SPECS

180H X 660W PIXELS

- 305

144H X 528W PIXELS

- 311
- 303
- 317

FILE SPECS:

Size: Based on resolution of screen

Resolution: 72 ppi

Color mode: RGB

Format: Jpeg

Reading:

1" of text height = 50' reading distance

Example - 30" letters = 1500' distance

15" letters = 750'

Design:

1) Use readable fonts, bold, avoiding the ornate

2) Use high contrast

3) Digital LED billboards cannot reproduce white backgrounds. If you provide creative proof(s) using white backgrounds, the actual color will appear as a white/grey scale once creative is uploaded to the LED board. *We highly recommends using darker backgrounds with lighter copy to provide better contrast and clarity.*

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Indoor Spec Sheet

INDOOR SPECS

1920W X 1080H PIXELS

- Indoor Billboards

FILE SPECS:

Size: 1920W X 1080H PIXELS

Resolution: 72 ppi

Color mode: RGB

Format: Jpeg

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