

## 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
- 130
- 131

#### 180H X 560W PIXELS

- 117

#### 192H X 648W PIXELS

- 134
- 135

#### 198H X 648W PIXELS

- 110

#### 300H X 480W PIXELS

- 120
- 121

#### 180H X 378W PIXELS

- 122
- 123
- 124
- 128
- 129

#### 162H X 630W PIXELS

- 125
- 126
- 127

#### 200H X 560W PIXELS

- 132
- 133

#### 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/Mobile Digital Spec Sheet

## OUTDOOR SPECS

### MONTGOMERY

#### 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

### MOBILE

#### 180H X 660W PIXELS

- 305
- 318

#### 144H X 528W PIXELS

- 311
- 303
- 317

#### 144H X 560W PIXELS

- 308

#### FILE SPECS:

Size: Based on resolution of screen

Resolution: 72 ppi

Color mode: RGB

Format: Jpeg

Reading:

1" of text height = 50' reading distance

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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

1080H X 1920W PIXELS

- Indoor Billboards

FILE SPECS:

Size: 1920W X 1080H PIXELS

Resolution: 72 ppi

Color mode: RGB

Format: Jpeg

Send Finished File to:

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