

# 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

850-901-9632

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

### MOBILE

180H X 660W PIXELS

- 305
- 318

144H X 528W PIXELS

- 311
- 303
- 317

144H X 560W PIXELS

- 308

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

198H X 648W PIXELS

- 313
- 314

200H X 680W PIXELS

- 315

#### 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:

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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: 1080H X 1920W PIXELS

Resolution: 72 ppi

Color mode: RGB

Format: Jpeg

Send Finished File to:

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