

## Florida Digital Outdoor Specs

- **100:** 464w X 144h Pixels
- **101:** 464w X 144h Pixels
- **108:** 660w X 180h Pixels
- **109:** 560w X 144h Pixels
- **110:** 648w X 198h Pixels
- **111:** 560w X 144h Pixels
- **112:** 560w X 144h Pixels
- **113:** 560w X 144h Pixels
- **115:** 464w X 144h Pixels
- **116:** 448w X 144h Pixels
- **117:** 560w X 180h Pixels
- **119:** 464w X 144h Pixels
- **120:** 480w X 300h Pixels
- **121:** 480w X 300h Pixels
- **122:** 378w X 180h Pixels
- **123:** 378w X 180h Pixels
- **124:** 378w X 180h Pixels
- **125:** 630w X 162h Pixels
- **126:** 630w X 162h Pixels
- **127:** 630w X 162h Pixels
- **128:** 378w X 180h Pixels
- **129:** 378w X 180h Pixels
- **130:** 660w X 180h Pixels
- **131:** 660w X 180h Pixels
- **132:** 560w X 200h Pixels
- **133:** 560w X 200h Pixels
- **134:** 648w X 192h Pixels
- **135:** 648w X 192h Pixels

### 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 | 850-901-9632 | amy@tieronebillboards.com**

## **Indoor Digital Specs**

### **All Indoor Billboards:**

1920w X 1080h Pixels

#### **FILE SPECS:**

Resolution: 72 ppi

Color mode: RGB

Format: Jpeg

SEND FINISHED FILE TO:

**Amy Crook**

**TierOne Media**

**850-901-9632**

**amy@tieronebillboards.com**