

## Mobile Digital Outdoor Specs

- **303:** 528w X 144h Pixels
- **305:** 660w X 180h Pixels
- **308:** 560w X 144h Pixels
- **311:** 528w X 144h Pixels
- **312:** 648w X 198h Pixels
- **314:** 648w X 198h Pixels
- **315:** 680w X 200h Pixels
- **317:** 528w X 144h Pixels
- **318:** 660w X 180h Pixels
- **320:** 1140w X 380h Pixels
- **321:** 380w X 380h 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**