

## Florida Digital Outdoor Specs

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

1080h X 1920w 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**