



# OUTDOOR SPEC SHEET

## Quick Tips on Creating Effective Outdoor

Use thick fonts. Thin fonts are unreadable at a distance.

Keep the amount of elements to 7-8 total. Convey your idea concisely without excessive words and images.

Use hi-res photos or vector art to construct your design. Low- res files produce blurry images with artifacting.

## OKC Digital

846px x 234px  
72 DPI (Dots Per Inch)  
Under 1 MB  
JPEG, PNG

## Tulsa Digital

1092px x 308px  
72 DPI (Dots Per Inch)  
Under 1 MB  
JPEG, PNG

## Tulsa Static Vinyl

Adobe Photoshop: 300 dpi (min) CMYK (.tif, eps, psd w/layers if possible). Scale at 1/2 inch = 1 foot, Scale at 1 inch = 1 foot or created at 100% actual size (in inches) @ 24 pixels an inch or greater.

Adobe Illustrator: 300 dpi (min) CMYK, .ai, .psd, .eps, .tiff or high resolution pdf, convert all type to outlines, link or provide any support files. Please scale at 1 inch = 1 foot, or create 100% actual size (inches) @ 24 pixels an inch or greater. Please identify bleed area using guidelines or printers marks.

Other formats are accepted if they are saved in high-resolution EPS, tif or PDF formats.

## Contact us with any questions!

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