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.

DIGITAL BILLBOARDS

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

Contact us with any questions!

Brown Douglas
405-286-6636
405-812-3456 (cell)
brown.douglas@griffin.news

Ashley Gillum
405-841-9124 (office)
405-408-4926 (cell)
ashley.gillum@griffin.news

Please send artwork 48 hours prior to
billboard-traffic@griffin.news

STATIC VINYL BILLBOARDS

Adobe Photoshop: 300 dpi (min) RGB (.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) RGB , .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.