

DIGITAL DESIGN TIPS

SIMPLICITY IS THE KEY TO CREATING GREAT OUT-OF-HOME DESIGN.

A billboard's main purpose is functionality. Creating a billboard is mainly about making it read. Even the best design is worthless if it is not legible from a distance. It is only after legibility has been mastered that creativity can follow.

Although very similar, there are variances in designing for digital as opposed to traditional Out-of-Home. With that in mind, listed here are Clear Channel Outdoor's recommended guidelines for designing a digital billboard.

MAKE THE TEXT LARGE

Outdoor designs should be simple, clear and easy to read. Digital Bulletins should be legible from 500 feet away.

USE BOLD, NON-SERIF FONTS

Always use large, legible typefaces. At 500 feet, thin lines optically fade or break up. Avoid decorative, italic or serif fonts. As a general rule, upper and lower case sans serif fonts provide the best readability. When designing for digital outdoor, we highly recommend adding a thin dark stroke around the text to separate it from the background.

STICK TO ONE MESSAGE OR IDEA

Simplify everything. Don't present a complex message or numerous images. Have one thing that you want your audience to do or to recognize. The best outdoor media reduces a complex message to its essential elements.

BE SHORT AND SWEET

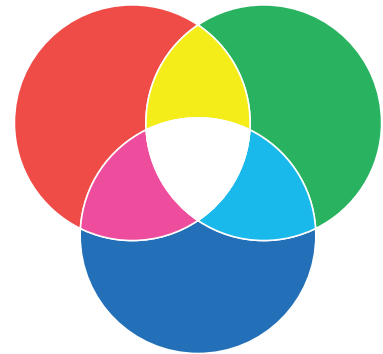
Use no more than ten words total on the entire billboard – and that includes the logo/product tagline. We recommend seven words or less for the headline. Keep the words short for faster comprehension.

COLOR

Use only RGB color files for digital displays. Design as you would for a website, TV or computer monitor.

AVOID WHITE BACKGROUNDS

To achieve white, a combination of all three colors must be turned on to their maximum brightness. Consequently, white backgrounds will wash out and compete with the remainder of your creative.



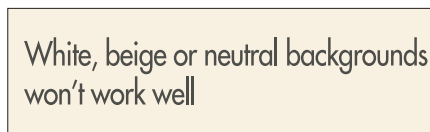
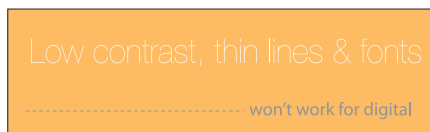
DIGITAL DESIGN TIPS

USE BRIGHT, BOLD COLORS

Stick with fully saturated web-safe hues. Complimentary colors, such as red and green, are not legible together because they have similar value. Contrasting color combinations work best for viewing outdoor designs at far distances.

DESIGN WITH HIGH CONTRAST

Being subtle does not work at great distances. Strong contrast in both hue and value are essential for creating good digital out-of-home.



PICK YOUR IMAGE WISELY

Make a small object large (like a watch) rather than make a large object small (like a building). Avoid using landscapes or complex scenes. We recommend three visual elements: image, headline and logo.

FORGET ABOUT WHITE SPACE

White space does not apply in Outdoor like in printed material. Increase your logo, font sizes and imagery! Having unused visual space at 300–500 feet is not recommended.

TEST YOUR IDEA

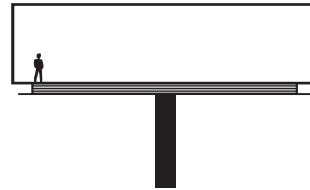
A billboard is not a print ad as the average viewing time is only about 5 seconds. A good test is to show the design to someone from a distance for only 5 seconds and then ask them about it. Did they understand it? Who was the advertiser? What do they think the advertiser wants them to do?

DIGITAL STANDARD SIZES

FILE SIZES & SPECS

Each network location is a display comprised of 422,400 individual LED bulbs. Every pixel of your file represents one cluster containing one red, blue and green LED light — one or all of which may be turned on to produce your desired color output.

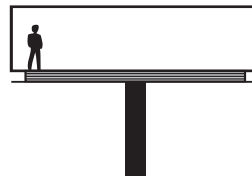
- File must be in JPEG file format. No other file formats will be accepted.
- File must be in RGB color mode.
- Please include Traffic Instructions with every file you submit. This explains when you'd like the ad to run and how often. This file is available as an Excel document from **MSPDigitalProduction@clearchannel.com**.
- Approved artwork must be supplied to Clear Channel Outdoor by noon the day before the spot is selected to run. Artwork set to run on Monday must be supplied to Clear Channel Outdoor by noon on Friday. The network's computer runs in pre-programmed 24-hour cycles. No exceptions.
- Please email files directly to the DON Manager at **MSPDigitalProduction@clearchannel.com**. Please include your name, the advertiser's name and Traffic Instructions.
- The Art Department at Clear Channel Outdoor is also able to make file changes at any time at no extra cost. Simply provide Clear Channel with working or layered files at the time of submission.



Digital Network Full Size

Actual Size (approximate)
14' x 48' LED Display

File Size
400 pixels tall x 1400 pixels wide
or 4" tall x 14" wide @ 100dpi



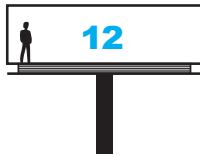
Digital Network Deluxe

Actual Size (approximate)
10'6" x 36' LED Display

File Size
400 pixels tall x 1400 pixels wide
or 4" tall x 14" wide @ 100dpi

NETWORK 3 (MOTION)

STATIC & MOTION SPECS

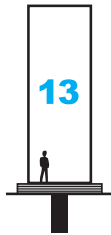


Downtown Deluxe (#92010)

Actual Size
10'6" x 36' LED Display

Static Size
RGB JPEG (*maximum quality*)
400 pixels tall x 1400 pixels wide
or 4" tall x 14" wide @ 100dpi

Motion Size
Flash .SWF
144 pixels tall x 528 pixels wide
8 seconds long at 30fps



Hennepin Avenue Vertical (#92011)

Actual Size
36' x 13' LED Display

Static Size
RGB JPEG (*maximum quality*)
1100 pixels tall x 400 pixels wide
or 11" tall x 4" wide @ 100dpi

Motion Size
Flash .SWF
528 pixels tall x 192 pixels wide
8 seconds long at 30fps

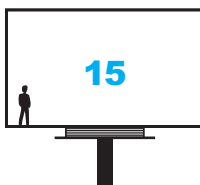


Downtown Full Size (#92012)

Actual Size
14' x 48' LED Display

Static Size
RGB JPEG (*maximum quality*)
400 pixels tall x 1400 pixels wide
or 4" tall x 14" wide @ 100dpi

Motion Size
Flash .SWF
200 pixels tall x 704 pixels wide
8 seconds long at 30fps

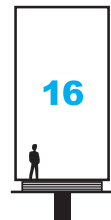


Block E Rectangle (#91910)

Actual Size
19' x 32' LED Display

Static Size
RGB JPEG (*maximum quality*)
400 pixels tall x 682 pixels wide
or 4" tall x 6.82" wide @ 100dpi

Motion Size
Flash .SWF
272 pixels tall x 464 pixels wide
8 seconds long at 30fps



Kieran's Board (#91906)

Actual Size
40' x 20' LED Display

Static Size
RGB JPEG (*maximum quality*)
800 pixels tall x 400 pixels wide
or 8" tall x 4" wide @ 100dpi

Motion Size
Flash .SWF
576 pixels tall x 288 pixels wide
8 seconds long at 30fps

LINKING & SYNCHING

GUIDELINES

Linking

To make an animated message interact from one digital billboard to another.

Synching

To make a static or animated message play on multiple digital billboards at the same time.

Certain groups of Downtown Digital billboards are visible to consumers at the same time:

Viewshed #1

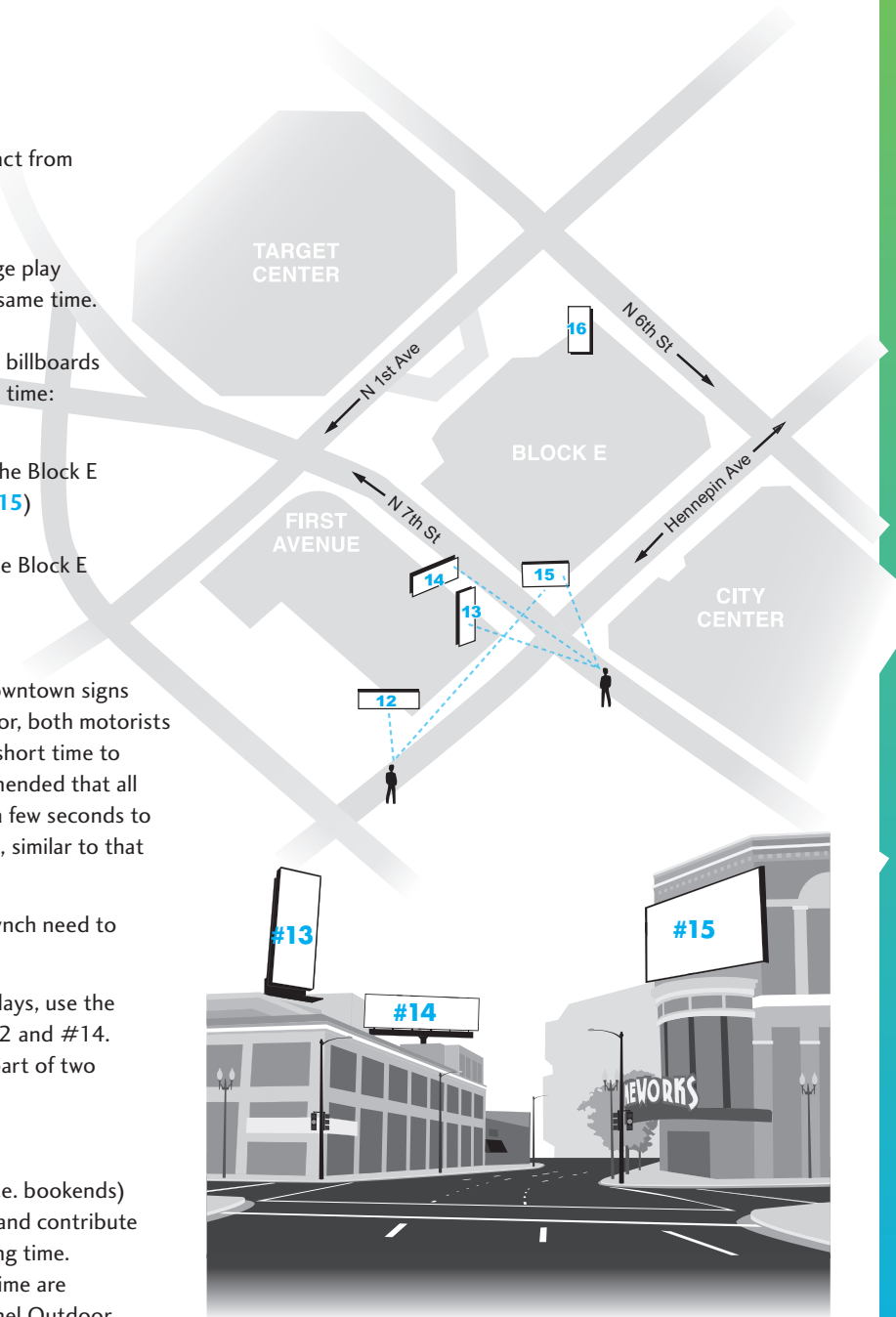
The Vertacular, Full Size and the Block E Rectangle (#13, #14 and #15)

Viewshed #2

The Downtown Deluxe and the Block E Rectangle (#12 and #15)

Animation Tips

1. Though the capabilities of the downtown signs are far beyond traditional Outdoor, both motorists and pedestrians still only have a short time to digest your message. It is recommended that all the elements come together for a few seconds to communicate a cohesive message, similar to that of a traditional billboard.
2. Boards that you wish to link or synch need to be purchased individually.
3. If linking or synching all four displays, use the same animation sequence for #12 and #14. This is because location #15 is part of two separate viewsheds.
4. Embed all video files.
5. Optional fade-ins or fade-outs (i.e. bookends) must be built into the animation and contribute toward your total length of playing time. Animations longer than allowed time are subject to editing by Clear Channel Outdoor.



DYNAMIC CONTENT

GUIDELINES & SPECS

Dynamic Copy

Dynamic copy is the use of incorporating live or frequently updated text into a digital billboard. This text is pulled from an internet source such as an RSS Feed, XML or via Clear Channel software such as Outdoor Connect.

Dynamic copy such as time, temperature and countdowns can also be added by Clear Channel.

Requirements

Clear Channel Outdoor requires submitting three separate files when requesting the use of dynamic copy:



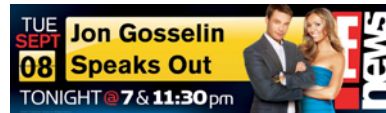
An example of Dynamic Copy on location.

1. BASE SCENE



The base scene is the static template with blank spaces where text will eventually go. The base scene is the jpeg that will be loaded into location, so normal digital specs apply. Please submit the base scene as a 400 pixel wide x 1400 pixel wide RGB jpeg.

2. MOCK UP



Also include an example of how you would like the dynamic copy to read and what it should look like. Please specify font, size and color whenever applicable. Note that all fonts must be from Adobe FontFolio v11.

3. SAFETY SCENE



A safety scene is a design that you would prefer play in case there was ever a disruption to the live feed. Often this consists of a generic version of the ad. Please submit the safety scene as a 400 pixel wide by 1400 pixel wide RGB jpeg.

Please email files to MSPdigitalproduction@clearchannel.com. It is highly recommended that dynamic copy be tested before going live. For this reason, please provide materials at least one week in advance of posting date.