

# Porlier Outdoor Advertising Company

180 Interstate Drive • Wentzville, MO 63385 • p: 636.463.2100 • f: 636.463.2114 • [www.porlier.biz](http://www.porlier.biz)

**GET RESULTS:  
BE CREATIVE!**

## Outdoor Advertising is BIG!

The standard billboard is 14 feet by 48 feet, however, your audience is driving by quickly and may only have a few seconds to read your ad. Your ad should grab attention **FAST**, with a clear and concise message. Keep your message **SIMPLE**, make your fonts **BIG**, and make it **POP**!

**MESSAGE:  
SMART & SIMPLE!**

## Elements:

Limit your ad to three elements (i.e. photograph, slogan and logo). Avoid complete sentences - if you have eight words, cut it down to four. Studies show the most effective billboard ads are 7 words or less.

## Location:

Place text and/or smaller elements on the roadside edge of the billboard.

## Smart:

Outdoor Advertising is a quick burst of essential information. Communicate one single idea clearly and concisely. Engage the viewer with humor, clever slogans, surprising imagery, or a call to action.

## Extensions:

An extension is an additional piece of the ad that extends above or off the side of the billboard. Extensions can be eye-catching and create a big impact.

## Creative Ads:

Visit our website gallery for billboard examples: [www.porlier.biz](http://www.porlier.biz)

Outdoor Advertising Association of America is also a great resource for billboard design and award-winning examples: [www.oaaa.org](http://www.oaaa.org)



example of a successful billboard



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## FONTS: MAKE 'EM BIG!

### Good vs. Bad Fonts:

Thin and script fonts don't maintain legibility over long distances. Big, thick fonts work best, along with mixing uppercase and lowercase characters.

### Stacked Copy:

Do not stack more than four lines of text or your ad will be illegible from the road. Three lines of text is better, two is ideal, one is fantastic!

### Size:

The optimum text size on billboards is 3 feet. Smaller than 18 inches tall makes legibility difficult within the limited viewing time.

## COLORS: MAKE 'EM POP!

### Recommended Colors:

Highest contrast = best readability: black on yellow, white on red, blue on white, etc. High contrast can improve advertiser recall by 38% (oaaa.org).

### Bad Colors:

Red/blue, green/blue can vibrate and distort from a distance.

### Drop Shadows:

Use shadows deliberately and sparingly, especially on text. From a distance, some shadows can blur text by softening the contrast value.

### Print and Stand Back:

Always print your layout to double check colors, text sizes, and readability. Print your layout at the suggested 1' = 1/4" scale and stand back 10 to 15 feet. Viewing the layout in this way represents how your ad will look from the highway. There should be a natural flow of information that your eye can follow quickly. Be sure you can read your ad clearly...and **FAST**.



Bad **Good Best**  
sans serif

*Bad* **Good Best**  
serif