

# 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)

## FILE SIZE & FORMAT:

Size: 520 pixels high x 1840 pixels wide  
Color Mode: RGB, Resolution: 300 PPI  
Supported File Types: JPG, BMP, PNG

## SUBMITTING ART:

email art files to: [graphics@porlier.biz](mailto:graphics@porlier.biz)  
Questions? Contact 636-463-2100

## GET RESULTS: BE CREATIVE!

Your audience has only a few seconds to read your ad. Grab attention **FAST**, with a clear and **SIMPLE** message. Make your fonts **BIG** and make it **POP!** Limit your ad to three elements (i.e. photograph, slogan, and logo). Avoid complete sentences. Studies show the most effective billboards are 7 words or less.

## FONTS: MAKE 'EM BIG!

Thin and script fonts don't maintain legibility over long distances. Choose **BOLD** fonts and don't stack more than four lines of text. The optimum text size on billboards is 3 feet tall. Less than 18 inches makes legibility difficult within the limited viewing time.

Bad **Good Best**  
sans serif

*Bad* **Good Best**  
script/serif

## COLORS: MAKE 'EM POP!

Highest contrast = best readability: black on yellow, white on red, blue on white, etc. High contrast can improve advertiser recall by 38% ([oaaa.org](http://oaaa.org)). Print your layout at the suggested 1' = 1/4" scale and stand back 10 to 15 feet to represent how your ad will look from the highway. Be sure you can read your ad clearly...and **FAST**.

DIGITAL ARTWORK SPECS

