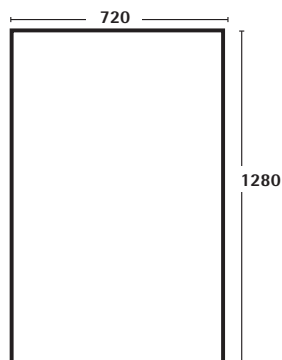


Digital Network Artwork Specifications

Magnum Corporate Center • 7541 Eastgate Rd. • Henderson, NV 89011 • O: 702.932.4848 • F: 702.932.4847
Graphics: 970.266.0979, ext. 4091/4092

Digital Shelters



Design Size (w x h) px	720 x 1280
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Stereo sound is available at most locations, so clips may contain audio.

Digital signs are both LED and LCD. In order to insure maximum readability on all signs, the following guidelines must be followed:

- When designing the ad at 720x1280 (per spec sheet), text and pertinent imagery should not drop below 60 pixels in height. If they do, they run the chance of being illegible.
- Try to use San-Serif fonts. If using Serf fonts, be sure that they are bold so the Serifs don't get lost.
- Do not use script fonts, as the LEDs do not display them well.
- It's best to always use contrasting colors. Subtle shades of like colors (ie light blue on dark blue), tend not to work as well.
- Rule of thumb — make items as big as possible and make ads as simple as possible.

Specifications

Accepted video/animation file formats:
MOV, AVI (DIVX, XVID), WMV, FLV, SWF, VOB

Frame Rate
30 FPS

Accepted static image formats:
JPEG

Time Durations
Times vary. Please check with your rep to determine the correct allotted time for each clip

All files must be in RGB format
Please do not submit files in anamorphic wide screen. All pixels should be designed at a 1:1 or square pixel ratio.

Note: All designs are subject to approval by Outdoor Promotions and municipal authorities. No vulgar or sexually explicit materials are allowed.

Submitting Files

If the final artwork is under 8MB, it can be stuffed* or zipped* and e-mailed to graphics@opoutdoor.com
Files may also be sent via direct upload at: <http://www.opoutdoor.com/uploads>