

Fits 4x8, 5x10, 8x16, 10x20, 12x24, etc.

## Digital Creative Spec Sheet

# 400 H x 800 W Pixels

**File Specs:**

Size: Based on resolution of screen - use actual pixel matrix

Resolution: 72 ppi

Color mode: RGB

Format: Jpeg, Tif, Bmp

**Reading:**

1" of text height = 50' reading distance

Example - 30" letters = 1500' distance

15" letters = 750'

**Design:**

1) Use readable fonts, bold, avoiding the ornate

2) Use high contrast

3) MOA Digital LED billboards cannot reproduce white backgrounds on any creatives submitted from Lessee.

If Lessee provides creative proof(s) using white backgrounds, the actual color will appear as a white/grey scale once creative is uploaded to the LED board. MOA highly recommends using darker backgrounds with lighter copy to provide better contrast and clarity.

Final Files can be sent to [creative@mashburnoutdoor.com](mailto:creative@mashburnoutdoor.com)

If files are too large to email, please send by using [wettransfer.com](http://wettransfer.com)

**Design Questions:**

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