FILE SPECIFICATIONS

Please set up your digital files at:

Bulletins:
240 Pixels High x 880 Pixels Wide

30 Sheets:
208 Pixels High x 432 Pixels Wide

Resolution: 72 DPI
Color: RGB
Formats: .jpeg

FINAL BILLBOARD SIZE

DIGITAL BULLETIN: 14'H x 48'W
DIGITAL 30 SHEET: 10'5"H x 22'8"'W

MEDIA/UPLOAD

To send your file to Reagan Outdoor you can send an e-mail to roa.art@reaganusa.com. Please contact your Account Executive to let them know that it has been sent: 801.521.1775

PROOF APPROVAL

ALL ARTWORK, whether Reagan-created or otherwise, will need to be approved by the Client on an approval form provided by Reagan before any print production will begin.

ARTWORK & PHOTOGRAPHY

Costs for additional usage of artwork or ideas originally created by Reagan:
Logos $6000.00
Exclusive Rights $6000.00
Adjustments $95.00 per hour

KEEP IT SIMPLE

Content must be readable in a matter of seconds
Keep the copy short and simple - no more than 10 words total (5 in the headline)
Use short, simple words for faster comprehension
Use simple font styles - script fonts are very hard to read

THIS FONT IS BETTER *Than This Font*

BE BOLD

Make small object large
Keep logos/brand names large to insure immediate brand identification
Choose graphic elements with as strong focal point
Use thick bold fonts - they are readable from greater distances

THIS FONT IS BETTER THAN THIS FONT

Use large font sizes - messages are read from a distance
Remember 50' reading distance per 1" of text height -
36" letters can be read from 1,800 feet
12" letters from 600 feet

USE COLOR EFFECTIVELY

Use bold colors
High Contrast equals better visibility
Avoid white or light backgrounds especially at night - they will wash out the copy

Reagan
Outdoor Advertising