



OUTDOOR ADVERTISING
605-388-9424

DIGITAL BILLBOARD ART SPECIFICATIONS

CREATING YOUR ARTWORK

When creating your artwork please be aware of the following:

RGB Color Format
300 PPI

Proper dimensions scaled correctly (see below)

Rapid City 7 Digital Package - Billboard Size 10' x 22'

Create artwork at 1600 Pixels (h) x 3200 Pixels (w)

Highway 16 - Billboard Size 10' x 36'

Create artwork at 1280 Pixels (h) x 4640 Pixels (w)

I-90 Pool & Dyess - Billboard Size 14' x 48'

Create artwork at 2000 Pixels (h) x 7200 Pixels (w)

ACCEPTABLE FILE FORMATS

We accept JPG, PSD, PDF. We prefer JPG.



Please submit artwork via email to Graphics@EpicOutdoor.com

ADDITIONAL INFORMATION

No more than 30% of the artwork should be white.

Use 10 words or less for successful readability.

Keep fonts large enough to be visible.

Make sure you use high contrasting colors.

Good High Contrasting Colors



Poor Low Contrasting Colors



For additional information please contact
605.388.9424 or Graphics@EpicOutdoor.com

