



DIGITAL MEDIA

PRODUCTION GUIDELINES AND SPECIFICATIONS

BILLBOARDS

➤ Overall Sizes

- Bellas Artes Performing Arts Center
 - Pixel Size: 128 high x 256 wide (Horizontal Format).
- San Patricio Shopping Center
 - Pixel Size: 352 high x 176 wide (Vertical Format).

➤ Design Guidelines - Simplicity is the fundamental guideline for creating good outdoor digital designs.

▪ ***Be Simple***

- Captures the essence of an idea, conveyed with brevity and clear expression.
- Use short and simple words for fast and easy comprehension.

▪ ***Be Bold***

- Ensures immediate product identification by making logos and brand names large.
- Select graphic elements with a strong focal point.
- Use large and legible fonts easy to read at long distances.
- Upper and lower case letters are legible.
- Use a letter height no smaller than one (1) feet.

▪ ***Be Colorful***

- Avoid using a white background.
- Use bold (primary and secondary) colors with high contrast readability.

- **Be Flexible** – take the advantage of the flexibility that digital media offers.
 - Change messages hourly, daily or weekly.
 - Design with a creative strategy that tells a story or communicates numerous details using multiple design layouts.

➤ **Production**

- Spots: 7.5 ss (static) or 15 ss (motion)
- Create a file of the *actual size*.
- Design at the *actual pixel density*.
- File formats: 7.5 ss (static @ JPEG) and 15ss (motion @ AVI)
- Resolution: 300 DPI minimum in RGB color mode.

➤ **Terms and Conditions:**

- Save two (2) additional seconds, for transition change purpose only.
- Trans AD reserves the right to approve or disapprove digital artworks. Please send via email (vanessa@transad-pr.com) in a JPG, PDF, PSD, TIFF or BMP formats the final digital artwork for our approval.

➤ **FTP Site:**

- This site is available. For additional information please contact our *Graphic Department* at 787.766.2610 x 204.
- When requested, please send us via FedEx or UPS services a CD with two (2) colored copies of the final digital creative, five (5) business days prior to the insertion schedule begins and contract beginning date.

