



**McBRIDE**  
SIGN COMPANY

## DIGITAL BILLBOARD LAYOUT SPECIFICATIONS

### COMPOSITION SIZE

198H x 396W Pixels

### COLOR MODE

RGB

### RESOLUTION

72 DPI

### PIXEL ASPECT RATION

Square

### RECOMMENDED FILE FORMAT

JPEG

### OTHER ACCEPTABLE FILE FORMATS

BMP, PNG

## OTHER CONTENT CONSIDERATIONS

### BACKGROUNDS

Text and logos should appear in front of a contrasting background. Predominantly white backgrounds should be avoided as they tend to be bright and wash out the accompanying logos/images

434.847.4151

[www.McBrideSigns.com](http://www.McBrideSigns.com)