McBRIDE SIGN COMPANY

DIGITAL BILLBOARD LAYOUT SPECIFICATIONS

COMPOSITION SIZE

176H x 638W 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