

CLIENT SUPPLY BOARD ART

Send via email or online file transfer service.

- Google Drive
- Dropbox
- WeTransfer *(No account needed)*

File Types Accepted (RGB)

- Flat
 - PNG
 - JPG
- MPG *(Video file)*
- Working File if changes are needed *(Supplied as well: Font files used, linked images embedded or sent)*
 - PSD
 - AI
 - INDD

File Size: *(With 15px margins)*

Most common: 800 px w X 400px h

Alternate sizes:

- 400 px w X 160 px h
- 460 px w X 160 px h
- 864 px w X 240 px h
- 380 px w X 180 px h

LB CREATES BOARD ART

If Local Billboards graphic designers are creating the art, some key elements needed to be supplied.

Send Company Branding *(If branding services are needed, you can contact Elite Digital Marketing for logos, website, or a Google presence.)*

- Logos
- Graphics & Fonts
- Brand Guidelines

Images to use or procure

Call to Action

- What do you want your customer to do?

Contact Info

- Having a website is #1!
- Having a phone number is harder to memorize quickly.

GUIDE TO A SUCCESSFUL BILLBOARD

- **BIG & BOLD** images and graphics
- The logo should stand out from the background
- **Call to action simple and clear**
 - Remember it has to be able to be read and remembered in a few seconds!

Important text or images at least 15px away from edges

