Digital Billboard Creative Spec

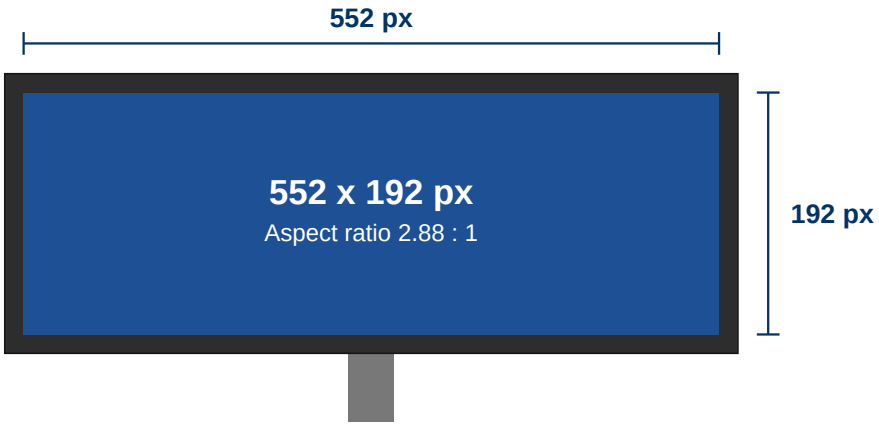
Location ID: KD-021W

coast outdoor

CALL (250) 388-3733

552 px W x 192 px H

Native display resolution | RGB | 72 ppi



File Specifications for KD-021W

Pixel dimensions	**552 px W x 192 px H (exact)**
Colour mode	**RGB (not CMYK)**
Resolution	**72 ppi**
File format	**Highest quality JPEG (.jpg)**
File size	**Typically 70-150 KB**

Key Design & Technical Guidelines

- **The 3-Second Rule: Drivers and passersby only have a few seconds to process your message; keep text minimal and impactful (ideally 5 words or fewer).**
- **Visual Hierarchy: Structure your layout into clear levels:**
  - **Level A (Primary): Main image, brand logo, or core price/offer.**
  - **Level B (Action): Contact information, website, or location pointer.**
- **Color & Contrast:**
  - **Build files in RGB color mode (not CMYK) matching the native pixel dimensions of the specific digital billboard.**
  - **Use bright, saturated colors with strong tonal contrast.**
  - **Avoid pure white or overly bright light backgrounds, which can wash out or cause glare on LED displays.**
  - **Test contrast and readability in grayscale.**
- **File Formats & Sizing:**
  - **Save and export as highest quality JPEGs (typically sized between 70-150 KB) at 72 ppi (dpi) resolution.**
  - **Always verify the exact pixel resolution of your production-ready digital creative. For this display: 552 px W x 192 px H.**