BPS Outdoor Media

Art Requirements

*** Please note that BPS Outdoor Media is not responsible for the effectiveness of any artwork that we do not create in-house. Please see second page for billboard design tips.

Programs:

We Accept Files Created in

- Adobe PhotoShop (preferred)
- Adobe Acrobat (hi-res)
- Quark Express 6.1
- CorelDraw 13
- Adobe CS4 package

File Formats:

- .eps (preferred)
- .tiff
- .pdf (hi-res)
- .jpeg (only for photos - at least 300 dpi)

Additional Requirements:

*** Please convert all text to curves / paths.

Please supply a list of Pantone, CMYK, colors if possible.

Email artwork to:

info@bpsoutdoor.com

FTP Alternative:

Go to www.yousendit.com
My address is info@bpsoutdoor.com
You don't have to check any of the boxes at the bottom. It's free and will upload your art and send it to me.

Graphics:

Since billboards are so big, we do require at least 300 dpi for all graphics. *600 dpi* works even better.

Our vinyls are printed using *CMYK* instead of RGB so please convert your colors to CMYK.

Scale:

We use a ¼ inch scale to scale down the art work size from the actual billboard size.
You can easily get these measurements by multiplying the size of your billboard by .25 for example:

A 10x30 billboard would scale down to:
$10*.25 = 2.5$ inches tall
$30*.25 = 7.5$ inches wide

Shipping Information:

Ship all CD's, photographs, and disks to:

P.O. Box 47
Tifton, GA. 31793

Ship vinyls and posters to:

807 West Second Street
Tifton, GA 31794

Questions?   Please call Selena McIntyre at 229.382.6061

Art Requirements

Effective Billboard Design Tips :

Billboard ads are completely different than any other ad & they need to be designed differently in order to be effective for your business. We strongly advise against using yellow page ads / magazine ads on a billboard. Just because billboards are bigger does not mean you can add more or that you can see everything. It means that you have to make everything in your ad bigger so that it will be legible.

A good rule is to use about 8 to 10 words in your entire ad! Your message must be very short so it can be easily read by the people driving 60 to 75 miles per hour by your sign. This is why it is very important to only include the most important information on a billboard.

Simplicity - Effective billboards are short, sweet, simple and to the point. Passing motorists are limited to the time they can see your billboard (7 seconds) and they can't safely read very much. They also can not read small copy (less than one foot tall) when "flying" by the sign.

Copy - All billboard words should be **at least one foot and 6 inches tall** in order to be legible from the road. If your sign is close to the road, please do not ignore this rule, it still applies. Also if your sign is further away (higher than average) from normal, your copy should be bigger than this.

Use a font that is very clear, and easy to read. If you have to look at a word(s) for longer than 3 seconds, it is not clear enough. Thick letter styles are also more effective than thin, fancy fonts. Be creative with your fonts, but make sure they can be read easily and quickly.

Graphics - All graphics need to be large enough to be seen at fast speeds and far distances. I generally try to make graphics as tall as the billboard with an exception to directional information.

Colors - Use contrasting colors like yellow and black or red and white. Do not use colors that are similar to each other like blue and purple or orange and red because it will be hard to see two different colors from a distance. Black on Red looks great on a print ad, but is hard to read on a billboard.

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