


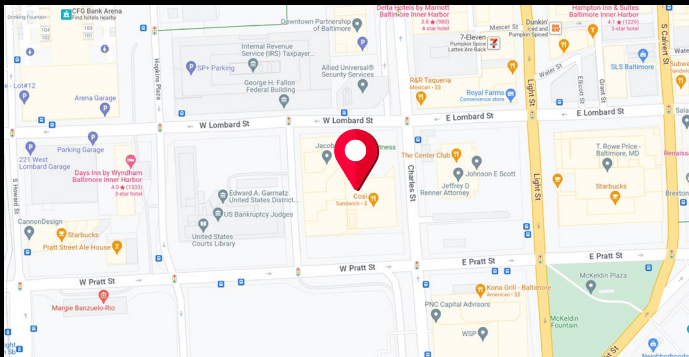
# DIGITAL WALL BAL-507

GEOPATH ID: 50620791

 100 S Charles Street  
Baltimore, MD 21201

Positioned at the intersection of Lombard and Charles Streets, this unit is located under a half mile from Orioles Park. These two main one-way thoroughfares cut through downtown Baltimore's business district and lead you to I-95 and I-83 expressways. The face of the sign is next to the road at a traffic light and only 25' off the ground providing unparalleled views.

<b>Size:</b> 21'H x 31'W	<b>Weekly IMPs:</b> * 365,584	<b>Facing:</b> East
<b>Latitude:</b> 39.287566	<b>Longitude:</b> -76.61560094	<b>Read:</b> Left-hand



\*Geopath Audited.



DC Office: 202.337.1839



chris@capitoloutdoor.com



CapitolOutdoor.com





DIGITAL  
WALL

**BAL-507**



**Location:** 100 Charles Street | **Area:** Baltimore | **Substrate:** Digital



3286 M Street, NW 3rd Floor, Washington, DC 20007



**DC Office:** 202.337.1839



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[CapitolOutdoor.com](http://CapitolOutdoor.com)



# DIGITAL WALL

# BAL-507



**Location:** 100 Charles Street | **Area:** Baltimore | **Substrate:** Digital

*View from Charles Street*



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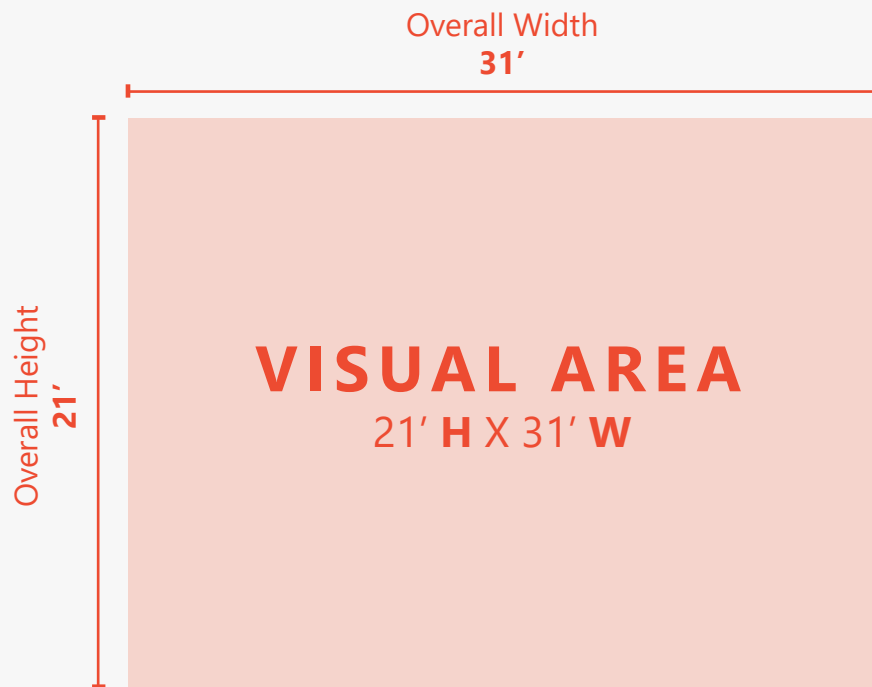
[CapitolOutdoor.com](http://CapitolOutdoor.com)

# DIGITAL WALL

# BAL-507



**Location:** 100 Charles Street | **Area:** Baltimore | **Substrate:** Digital



## Art/Production Guidelines



### SIZE & PRODUCTION

21 feet tall by 31 feet wide. Illuminated Digital Wall.

▪ :08 Spots / :64 Loop ▪ Full Motion Capable

**PIXEL SIZE:** 378 px tall x 558 px wide

**RESOLUTION:** 72 DPI

**RECOMMENDED FORMAT:** JPG, PNG, BMP or GIF files

**COLOR MODE:** RGB **COLOR DEPTH:** 24 Bit RGB

➤ **MAX OF 3 CREATIVES PER SPOT PURCHASED**

**TERM**



### SHIPPING

John@capitoloutdoor.com



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**Location:** 100 Charles Street | **Area:** Baltimore | **Substrate:** Digital

## Design Specs

**Physical size of your sign:** 21' tall x 31' wide

**Matrix of your sign (in pixels):** 378 tall x 558 wide

**Pixel pitch:** 16mm

**For artwork image quality, we recommend:**

**Design at your sign's matrix size:**

**Artwork size will be (in pixels):** 378 tall x 558 wide

An 18-pixel character will be 1 foot tall.

### DESIGNER'S TIP

If using **Adobe CC** to create artwork, use the **"Export As"** option to greatly reduce file size.

### FILE FORMAT - STILL IMAGES

- JPG, PNG, BMP or GIF for still image content at 100% quality; Use RGB color, not CMYK.
- Resolution: Use 72 dpi. Because message centers have a fixed pixel spread, DPI is technically irrelevant.
- Physical size of artwork is also a non-factor. Focus on the actual pixel dimensions (height and width) of the artwork.
- Recommended file size: 1MB or smaller
- **Max of 3 creatives per spot purchased**

### FILE FORMAT - ANIMATION & VIDEO

- MP4 (h.264) video content
- 30 frames per second (fps) maximum
- 8 seconds maximum length

### KEEP IT SIMPLE

The first step to creating effective messages with your electronic sign is to keep the wording short and succinct. Avoid using complete sentences. Don't use eight words when four will do. Stick with short, simple words for quick comprehension by motorists. Each message should present a single idea. This reads faster than trying to fit multiple offers on a message.

### KEEP IT BIG

Large text allows motorists to see your message from a greater distance and increases impressions. If your text is too small, your audience won't have sufficient time to read and comprehend the message before driving by. Although the software allows for a smaller character height, we recommend characters at least 12" tall.



**Location:** 100 Charles Street | **Area:** Baltimore | **Substrate:** Digital

## Design Specs

### KEEP IT CLEAN

Avoid using thin fonts as well as most script fonts. Thin character strokes don't maintain legibility over long distances. Use thick, heavy fonts to increase readability. Bolding your font is an excellent way to add weight to your message.



**BAD**   **GOOD**   **BEST**  
sans-serif

*BAD*   **GOOD**   **BEST**  
serif

### KEEP IT COLORFUL

High color contrast is a key ingredient. Like large text, the right color combinations can make your messages more legible from a greater distance. Text and background colors should combine in a way that is pleasing to look at and lets your messages be easily read.



## DESIGN EXAMPLE

*(Simple, Big,  
Clean, Colorful)*