

# DIGITAL BULLETIN **SAC-1009**

GEOPATH ID: 50627610/50627616

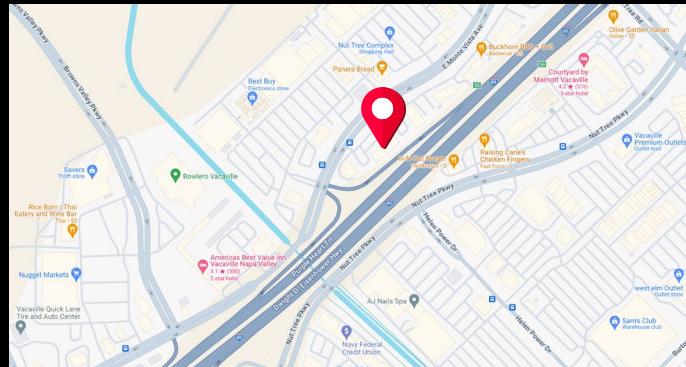
 1620 E Monte Vista Ave.  
Vacaville, CA 95688

This 2-sided unit shows to both sides of I-80 and is located at the biggest shopping plaza in the city. Vehicles will see this sign as they slow down to get off on the off-ramp or are stuck in M-F bumper to bumper commuter traffic and Saturday and Sunday shopping traffic. This sign is a perfect target to hit both everyday commuters and consumers heading out to go shopping!

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**Size:** [2] 14'H x 28'W    **Weekly IMPs:** 523,514    **Facing:** N & S

**Latitude:** 38.36693901    **Longitude:** -121.96212226    **Read:** Multiple



**DC Office:** 202.337.1839

 [chris@capitoloutdoor.com](mailto:chris@capitoloutdoor.com)

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



DIGITAL  
BULLETIN

SAC-1009

Location: 1620 E Monte Vista Ave | Area: Vacaville | Substrate: Digital



CAPITOL



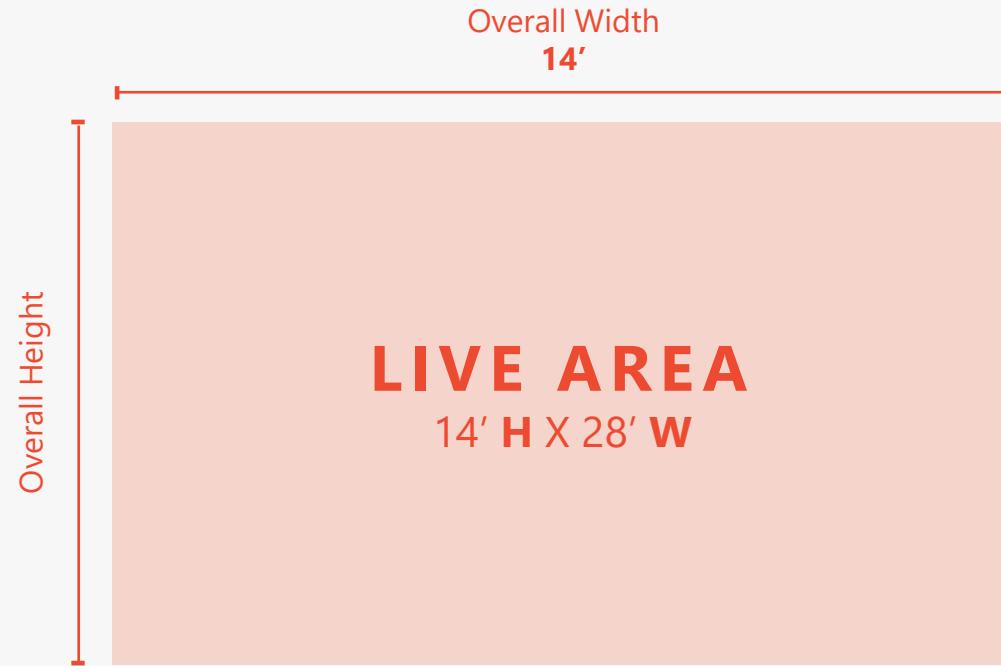
3286 M Street, NW 3rd Floor, Washington, DC 20007



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## Art/Production Guidelines

### SIZE & PRODUCTION

**Sign 1:** 14'H x 28'W

**Sign 2:** 14'H x 28'W

**Pixel Size:** 252 tall x 504 wide

**Loop:** :64    **Spot Length:** :08

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

**TERM** 

### SHIPPING

John@capitoloutdoor.com





# Design Specs

**Physical size of your sign:** 14' tall x 28' wide**Matrix of your sign (in pixels):** 252 tall x 504 wide**Pixel pitch:** 16mm**For artwork image quality, we recommend:****Design at your sign's matrix size:** 2**Artwork size will be (in pixels):** 504 tall x 1,008 wide

A 36-pixel character will be 1 foot tall.

**Maximum media size:** 18.98 MB**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***

**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.

**DESIGNER'S TIP**

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





# 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  
serif

BEST

## 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)*