



# DIGITAL

Digital Billboards are computer-controlled electronic displays with capabilities that take Out-of-Home advertising to a new level. Digital is perfect for the advertiser who wants to change their message multiple times during a campaign. Cutting-edge dynamic content makes Digital even more effective. Lamar boards can stream posts from social media, show live scores and countdowns, respond to local weather conditions, traffic, and more. Lamar Digital Displays are typically shared among several advertisers. The creative rotates in a looping slide show fashion, with each ad showing for 8 to 10 seconds before the next is displayed.

## DIGITAL BILLBOARD BENEFITS:

- Located on highways, major arteries, and city streets.
- Change your message as often as you want with no production cost.
- Because of its flexibility, a Digital Display is the perfect medium for advertising breaking news, one-day sales, and special events.
- Stream live data and user-generated content from your website or social media platform in real time.
- Your ad is displayed on the board within minutes of being uploaded.

## COMMON SIZING (PIXELS):

**DIGITAL BULLETIN:** 1400 x 400 px  
**DIGITAL POSTER:** 840 x 400 px

## MATERIAL:

The screen of a Lamar Digital Display is equipped with LED technology that produces a vibrant, crystal-clear picture.





# CREATING AN EFFECTIVE DESIGN

Hold it right there, Picasso! Before you start working on your masterpiece, there are just a few simple rules that will turn your creation into an effective piece of outdoor genius.

## DESIGNING A DIGITAL DISPLAY IS A LOT LIKE DESIGNING FOR OUTDOOR.

### FOLLOW THE SAME BASIC RULES:

1

Choose one message or idea. The key to effective outdoor is brevity. Because our audience is mobile, you have to decide what's most important and put that on your board.

2

Use readable fonts. Choose fonts that will be easily read at various distances. Fonts that are extremely thick or thin or ornate can be difficult to read. Upper and lower case work better also.

3

Use contrasting colors. The stronger the contrast between background color and the copy, the easier to read at a distance. Remember, strong contrast equals better readability.



## SO, WHAT'S DIFFERENT ABOUT DESIGNING FOR THE DIGITAL DISPLAY?

**Avoid white backgrounds when possible.** Because in LED technology, white is a mixture of color rather than an absence of color, it has a tendency to look subdued. It doesn't carry the same pop or vibrance that other colors carry.



White on Digital



White on Vinyl

**Watch your font sizes.** Readable text should be at least 15" in height.

**Choose graphic elements** with a strong focal point. Busy photos typically do not work well.

**Rich, bold** background colors work better during the day, while pastel backgrounds are more vibrant at night.

Day:    

Night:    

Lastly, you've got the flexibility, **USE IT!!!** Take advantage of this innovative medium. With NO production charges and no installation schedule, you have freedom like never before! Change your message weekly, daily or even hourly. Design a creative strategy to keep viewers coming back for more.