# DIGITAL OUT OF HOME
## CONTENT GUIDE

## SPECIFICATIONS

### DIGITAL AD

- Save and submit as .JPG or .PNG
- Create artwork in RGB color mode
- Save as 1080 pixels high
  by 1920 pixels wide
- Recommend lower than 150dpi)
- Static graphics only-No animated GIFS
- GIF, BMP, TIFF formats not supported

### SCREEN

- 75" LED screens
- Landscape orientation
- 16:9 aspect ratio

## BEST PRACTICES

To maximize engagement, make ads simple, clean, and concise:

- Limit copy to 9 words
- Use easy to read fonts
- Include logos
- Create a contrast between background and copy. For best results, ads should have a light background with darker text and images

## QUESTIONS?

### CONTACT

info@eoslinx.com