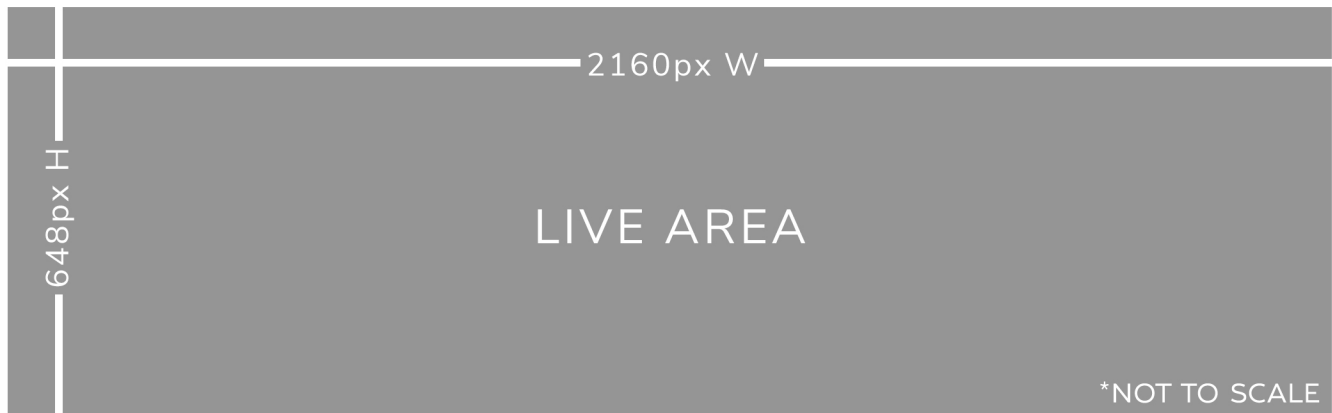


## CREATIVE SPECIFICATIONS

# THE ATLANTA SIGN



THE ATLANTA SIGN is Atlanta's premier digital spectacular display. The massive display is in the heart of downtown atlanta and towers high above Centennial Olympic Park and its 22 million annual visitors.

**DPI:** 150+

**COLOR PROFILE:** RGB

**FILE TYPE:** .jpg

**NAMING:** CampaignName\_TAS01.jpg

## DIMENSIONS:

BOARD ID	PHYSICAL (HxW)	CREATIVE (HxW)
TAS01-B	28'5" H X 94'6" W	648px H X 2160px W

## BEST PRACTICES:

- >Limit text to 10 - 12 words
- >Dark backgrounds work best with high contrast copy. Use bold sans serif fonts for best legibility
- >Design should be focused on one message and include a call to action.
- > Use the whole canvas - there's no need to to consider bleed or white space in digital OOH advertising
- >All artwork is subject to the approval and discretion of Blackbird Media

PLEASE NOTE: If your creative is intended for more than one board, please adjust creative art and dimensions accordingly and save to spec. For any questions, please email [info@bbirdmedia.com](mailto:info@bbirdmedia.com)