

CREATIVE SPECIFICATIONS



THE NASHVILLE SIGN is Music City's premier OOH space. The dual faced structure towers 60 feet above the five way intersection at Broadway, West End Ave, and 16th.

SCALE: 1 FOOT = 1 INCH
DPI: 300
COLOR PROFILE: CMYK
FILE TYPE: .jpg, .pdf
NAMING: Campaign_TNS01.jpg
BLEED: Irregular - see finished dimensions



DIMENSIONS:

| BOARD ID | LIVE AREA (HxW) | FINISHED SIZE (HxW) |
|----------|-----------------|---------------------|
| TNS01-B | 34.8in X 35.6in | 36in X 36.2in |

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.
- >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@blackbirdoutdoor.com