General Outdoor Advertising

Technical Specifications, Marketing Standards, Advertising Options for
14X48 Sized Digital Displays

Advertising Space:

The screens are 14'x48' and divided into 8 second slots. Each slot shows about every minute or an average of 1400 times per day. An advertiser can show one 8 second slide or two 4 second slides during their slot. They also have many more cycle, schedule, and calendaring options available. See page 2 for details.

File Specifications:

Despite being the latest technology in outdoor advertising, the file requirements for a digital display are quite simple and can be created using most image/photo editors or graphics programs. Basic file setup for each slide is:

200 high X 704 wide pixels
JPEG or BMP format
RGB colors

When saving your files to JPG format, most image or photo editing programs have an option for either image quality or file compression. For best results, select the maximum image quality and/or minimum file compression offered.

The finished file will be less than 300 kilobytes so submitting files is easy and several can be attached to a single email. However, if you have files that don't meet these specifications, as long as the image is built to a scale of 14x48 and in a standard or generic file format it can generally be adjusted. Email files, schedules, and questions to: billyw@generaloutdoor.com.

Note: When submitting files please specify the calendar / schedule / cycle options for each file. These include start and stop dates or times, default or backup slides, whether the slides are 4 or 8 seconds, etc. See the section on Advertising Flexibility for further explanation. We encourage you to utilize these options and the exciting capabilities and opportunities of this dynamic medium.

Artwork & Design:

Most guidelines for effective billboard advertising also apply to digital displays. These include keeping your message short and clear, using as few words as possible. Make logos and brand names large and visible for immediate identification. Use fonts that are clear, bold, and easy to read. One of the benefits of LED screens is they use true RGB colors so you have a much wider and brighter color gamut available than print media. But we recommend using bright colors (including white) sparingly, especially for the background, as they can actually be "too bright" and over power your content.

Normal Changes: Most contracts include the initial programming and scheduling and at least some assistance with artwork. And some will include additional programming and artwork allowances. There is a nominal charge for program and schedule updates or new artwork that is not included in your contract. Please contact your sales rep for details.

Advertising Flexibility:
The dynamic nature of digital displays offers an advertiser tremendous flexibility and opportunity. Every slide has calendaring, clock, and cycling options. This means displays can be programmed so specific slides show at certain times of the day, or days of the week, or calendared days. There can also be a list of slides that cycle themselves through the list as the display cycles. So even though an advertising space shows up to two slides at a time, an advertiser can bank numerous slides to be used as specified. Also, slides can be changed very quickly for urgent or timely situations. Some examples:

Clock Options. A restaurant or fast food could set the slides so breakfast ads show in the morning, lunch ads in the afternoon, and dinner ads in the evening.

Day Options. A hotel could display different rates or packages on weekends than weekdays. Or a retailer could have a discount day where the message on that day has a "today only" special showing.

Calendaring Options. An entertainment venue could calendar shows so the messages start and stop on specific days. And then future shows could be pre-arranged so they start as soon as the old message is finished, literally to the hour. There is no "down time" waiting for outdated copy to be removed, even during off hours such as weekends, holidays, or late at night.

Cycling Options. A real estate agent or broker could have a list of several homes for sale or agents working in the office. On each cycle, one of the homes or agents will display and then on the next cycle, the next one on the list will display.

Monthly or Seasonal Options. Advertisers always want to have current and timely messages, especially for seasonal and holiday periods. Digital allows messages to be pre-programmed, and changed regularly and frequently with little or no delay or cost for the change over.

Timeliness or Urgency. Digital displays can change messages very quickly. To the hour if pre-arranged, or within 24 hours during working days if done on-demand. An example of on-demand is a car dealer could show an ad for a specific car on sale and once the car is sold the dealer could have the ad quickly removed or changed to another prearranged ad. Once again, with minimal "down time" showing obsolete ads.

Conditional Advertising. Slides can be changed based on certain external conditions such as time and temperature or other numeric variables that you can control yourself.

Dynamic Information: Digital signs not only have the ability to change slides often and quickly, but also have the capability to insert "live" elements into your message. The standard ones are time, temperature, counters, countdowns, or conditional messages. But by linking through the internet to your HTTP or XML web page or RSS feed, the possibilities multiply exponentially. Just a few examples are a bank or lender showing current interest rates, a financial services company showing current stock market prices or changes, a gambling venue showing a progressive slots payout, a news provider showing current headlines, a concert or entertainment venue counting down tickets available for an upcoming show, a talk show giving the day's topic or guest, a radio station showing songs now playing, and just about anything else you can imagine.

One limitation is the dynamic copy itself can only be displayed using standard fonts and solid colors. Special effects on dynamic copy such as shadowing, embossing, textures, etc. is not available. Conditional messages are excluded from this limitation.