

OUTDOOR ADVERTISING 101

Welcome to the world of outdoor advertising! We want your ad to work as hard as you do, so here are some basic rules that make an ad look great.

Q&A

WHAT DO YOU NEED FROM ME TO START?

As much detailed information as possible about your purpose for the ad and any images or logos you need to include (vector logos & hi res photos preferred.)

DO YOU HAVE ANY STOCK IMAGES AVAILABLE?

Yes we do! Although we cannot redistribute the image to you, we can use it on your ad.

HOW MANY PROOFS DO I GET?

The design is free.

I'M PROVIDING MY OWN ARTWORK. WHAT DO YOU NEED?

A flattened TIFF file built 1/2" = 1' scale @300ppi, with 1/4" bleed on all 4 sides. We have templates available.

TIP

When everything pops, nothing pops. Make sure the elements aren't all the same size and the main emphasis is on your main message.



LESS|SMORE

An effective ad is generally comprised of:

- 7-10 words
- 1 headline
- 1 image
- 1 logo
- 1 form of contact
- Contrasting colors