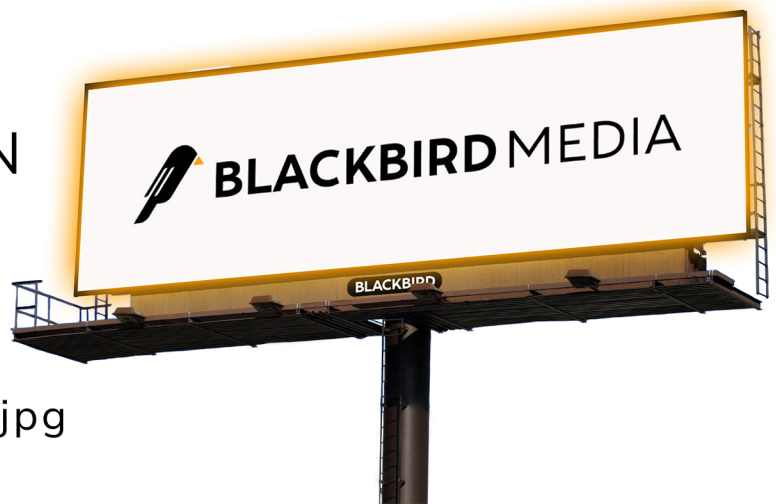


CREATIVE SPECIFICATIONS

DIGITAL BILLBOARD FILE CONFIGURATION

DPI: 72+
COLOR PROFILE: RGB
FILE TYPE: .jpg
NAMING: Campaign_BoardID.jpg



BOARD ID	PHYSICAL (HxW)	CREATIVE (HxW)
TN08B	12 X 40	416px H X 1500px W
TN09A/B	12 X 25	352px H X 736px W
TN10A/B	11 X 22	320px H X 672px W
TN11A/B	14 X 48	480px H X 1728px W
TN17B	14 X 48	384px H X 1440px W
TN19B	32.3 X 23	1,152px H X 792px W
TN28A/B	14 X 48	416px H X 1504px W
TN29A/B	14 X 48	416px H X 1504px 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 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