

CREATIVE SPECIFICATIONS



THE NASHVILLE SIGN is Music City's premier digital spectacular display. The 38x36 board towers 60 feet above the five way intersection at Broadway, West End Ave, and 16th.

DPI: 150+
COLOR PROFILE: RGB
FILE TYPE: .jpg
NAMING: Campaign_TNS01.jpg



DIMENSIONS:

BOARD ID	PHYSICAL (HxW)	CREATIVE (HxW)
TNS01	38 X 36	700px X 660px

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