

ALLVISION

CREATIVE SPECIFICATIONS

1056 x 288 | 644 x 196

Allvision's entire digital out-of-home inventory can be displayed as 1 of 2 simplified creative spec sizes.

Size: 1056px x 288px (W x H)
644px x 196px (W x H)

Colour: RGB
Format: JPG / PNG
Name: CampaignName_Advertiser_VariantLetter(A)

Please submit all creative in each simplified size to: creative@allvision.com

Though these 2 simplified sizes will fit all screens across our network, if desired you may find individual board specifications on our Product Sheets available through our website.

DOOH BEST PRACTICES

Want to make your digital billboards better?! Here are a few simple tips that will help ensure your message gets across with clarity on digital out-of-home.

Be Simple

Concept is key! Your audience will spend only a couple seconds with your ad so don't complicate things. Make those seconds count!

Be Original

Nobody remembers a boring ad. Stick to 1 idea and make sure it's a good one!

Be Bold

High contrast, eye-catching photos with large and clear text work best.

DO'S

- Do use large, bold, high contrast, and sans-serif fonts
- Do use large photos and imagery
- Do use less than 7 words
- Do stay consistent with your brand across multiple platforms
- Do convey a single concept

DON'TS

- Don't use subtle or small text, layer transparencies or textures
- Don't use too much whitespace
White on digital billboards is very bright and can flood the design
- Don't forget to proof
Check your designs by exporting them to the actual size and stand back. Pretend they're a football field away and evaluate