

# Digital LED Content Creation Guidelines

## Clear Channel Outdoor Digital Billboards



### Production | Exact resolution

Create ads at exactly **616 x 330 pixels** to deliver the sharpest image quality. Be aware that any design elements that appear unclear on your monitor at 100% viewing will be equally unclear once broadcast on digital.



### Be Bold | Clear Legible copy

Main copy must be no less than **16px in height** to ensure legibility at distance, while T&Cs/legal caveats must be no less than 12px in height. Use of smaller text will compromise copy legibility on the digital billboards.



### Keep it Simple | Aim for 7 words

Seven words is a good copy rule when considering that digital dwell times range from 5-60 seconds. Similarly keep creatives uncluttered and simple to avoid message clutter. Avoid thin strokes or ornate script where possible.



### Be Creative | Multi-creative executions

Digital allows multiple creative executions which can be alternated or scheduled by time and/or location. Dynamic content e.g. RSS feeds, is also supported but will require our confirmation of concept in advance.



### Quality | Zero compression

Avoid any visible image compression. To achieve the best display please submit content in uncompressed **BMP, PNG or maximum quality JPEG formats only**. Static Flash files can also be displayed.



### Be Colourful | Bright colours, high contrast

High contrast images and colourful creatives are not only visible from greater distances but will also invoke stronger emotions from your audience.

Content must be emailed to [digitalcontent@clearchannel.co.uk](mailto:digitalcontent@clearchannel.co.uk) no less than **two full working days** prior to the proposed in-charge period to guarantee timely broadcast of the campaign. Please confirm the receipt of all delivered content, and direct any questions to [keith.nilsen@clearchannel.co.uk](mailto:keith.nilsen@clearchannel.co.uk)