



Poster Panel:

Actual size: 10'5" x 22'8"

Set-up specs:

- 19.35" x 8.7" CMYK
- 300 dpi
- No Bleed



Bulletin:

14' x 48' Set-up specs: **10'6" x 36' Set-up specs:**

- 24.334" x 7.334" CMYK
- 300 dpi
- Includes 4" bleed
- 5.583" x 18.334" CMYK
- 300 dpi
- Includes 4" bleed

For odd size bulletins, set-up file to 1/2" scale (1/2" = 1') and add .1667" to each side to approximate 4" bleed.

Accepted formats are: Quark, Photoshop, InDesign, Illustrator, Freehand or High Resolution PDF.
Include all fonts or convert fonts to curves or paths. Please be sure to include all linked images or files.

When providing images or logos:

Photos and other images for use in a design that will be created through Burkhart should be a minimum of 5MB in size and 300 dpi.
Logos should be provided in vector format when possible.

Accepted formats are: PSD, TIF, EPS, JPG, and High Resolution PDF. **Microsoft Word or Publisher files are not acceptable.**

Please contact your account executive with any questions.

14' x 48' Digital Outdoor Production Specs



File Format

- JPG, BMP or GIF for image content at 100% quality; Use RGB color, **NOT** CMYK.
- Artwork Size and Resolution: 416 x 1504 pixels at 72 dpi. (actual size of panel is 14' x 48')

Design Recommendations

Make It Readable

Large text will allow consumers to see your message from a greater distance. If your text is too small, it will be too hard to read. Although capable of much smaller, a 12" character is recommended as a minimum. The sign has an actual pixel matrix of 208 x 752, therefore 16 pixel characters are 1 foot tall on the sign. If you multiply your artwork size by two, as recommended for image quality under **File Format**, a 32 pixel character is then one foot tall.

Choose Appropriate Fonts

Avoid using thin fonts as well as most script fonts. The strokes of each character are simply too thin to maintain legibility over long distances. Use thick, heavy fonts to maximize readability. The bold option is an excellent way to add weight to your wording.

BEST GOOD **BEST**

Background Colors to Avoid

In LED technology, white is actually a mixture of colors rather than an absence in color (as in printed ads). Because of this, it has the tendency to look less intense than on traditional billboards and doesn't carry the same vibrance as other colors. Earth tone colors are also difficult to achieve with this technology.

Create Contrast

High color contrast is a key factor. Just like using the right text, the right color combination can make your message readable from a further distance. Refer to the samples below for some of the best text color vs. background color combinations for your electronic sign.



10' x 30' Digital Outdoor Production Specs



File Format

- JPG, BMP or GIF for image content at 100% quality; Use RGB color, **NOT** CMYK.
- Artwork Size and Resolution: 320 x 1088 pixels at 72 dpi. (actual size of panel is 10' x 30')

Design Recommendations

Make It Readable

Large text will allow consumers to see your message from a greater distance. If your text is too small, it will be too hard to read. Although capable of much smaller, a 12" character is recommended as a minimum. The sign has an actual pixel matrix of 160 x 544, therefore 16 pixel characters are 1 foot tall on the sign. If you multiply your artwork size by two, as recommended for image quality under **File Format**, a 32 pixel character is then one foot tall.

Choose Appropriate Fonts

Avoid using thin fonts as well as most script fonts. The strokes of each character are simply too thin to maintain legibility over long distances. Use thick, heavy fonts to maximize readability. The bold option is an excellent way to add weight to your wording.

BEST GOOD **BEST**

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