

Creative Guidelines



Who

Who is your audience?
Be specific as the message varies greatly based on who you're trying to reach.



What

What are you trying to say?
Keep this to one simple message to make the most of your billboard.



Why

Why are you buying this ad?
What is the goal you are trying to achieve with your message to your audience?

Logo Formats

- Vector-based logos are the preferred format (commonly seen in .ai or .eps format).
- If these are not available, any other logos should be provided as a 300dpi, high-resolution image.

Client Provided Photography

- Images that are pulled from Google searches are not permissible for use.
- Images and logos from client websites cannot be used unless the image is high resolution (300 dpi) and the client has permission to use and distribute.
- We encourage you to use professional photography and allow the time needed for it.
- If taking your own photos, please use the highest resolution setting available on the device, and take photo in good, natural lighting on a plain background.

Stock Photography

- While we are resourceful about finding quality, royalty free photos, some specific requests may not be available.
- We cannot promise a specific image until the creative process has begun but we will do our best to provide you with imagery that fits your needs.

Artwork Requirements

- All bulletins and poster art should be saved in CMYK uncompressed .TIF format. Digital art in RBG JPG format.
- Accepted files are: PSD, JPG, EPS, and High Resolution PDF but we will convert if not formatted for the above.
- **Microsoft Word and Publisher files are not acceptable.**

Please contact your Burkhart Account Executive with any questions.