



# Art Specifications

## 11'x36' Digital Display



### Preparing & Submitting Artwork

All files should be saved as:

**396 x 1296 pixels RGB, 72 ppi, JPEG** Highest Quality Setting ( no compression )

**Note: The file must not exceed 1Mb in size.**

The pixel dimensions for this display are doubled for production purposes.  
Each display requires a different pixel matrix for accurate image display.

E-mail the Artwork File  [artwork@kleinoutdoor.com](mailto:artwork@kleinoutdoor.com)

1. Include the **Client Name** and **Advertisement Title** in the Subject Field
2. Include the **Start and End Dates** and any special instructions
3. Artwork must be submitted **72 hours prior to scheduled Start Date**

**11'x36' True 16mm Display**  
**396 pixels high x 1296 pixels wide**  
Resolution = 72 Pixels Per Inch



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### Design Concepts for an Effective Display

#### Keep your design Bold and Concise

Like traditional billboards, Digital display ads need to be read and understood quickly. Stick to one idea, and make it a simple bold statement. A simple ad will have greater retention. Take advantage of the grand size of the billboard and use larger than life images. Remember, fine details do not render well at small sizes on digital displays.

#### Avoid White or Very Light Backgrounds

Because of the brightness of LED displays, it is most effective to use a darker background with lighter copy for the best contrast. Use bright vibrant images, since digital displays are capable of producing trillions of colors. Also, as with printing, using professional quality photographs will yield the best results.

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Questions? [davidklein@kleinoutdoor.com](mailto:davidklein@kleinoutdoor.com)