

# Electronic Advertising Sign Specifications

---

## Size

Advertising size for the Electronic Ad Board is measured in pixels. 286 (wide) x 132 (high) is the recommended size. However adjusting the design to being double that amount (592x264), or triple that amount (858x396) will work. Those are however the only sizes I would recommend. Any larger and the advertisements will start to look distorted.

## How Many Words

The more text the less understandable a advertisement becomes. Typically the average driver is going to see the sign for a maximum of 6 seconds, the advertisement has to be powerful and to the point.

Good Example “Buy Tickets!” followed by “Tickets.Keystonecentre.com”. Two statements bothe easy to read and understand.

Bad Example “Company ABC, offering top seed protection to maximize yields and prevent disease...etc”. This offers to much information for individuals to take in at a quick glance. To much time looking at the screen and not at the road is dangerous as well.

## How Many Advertisements

Ad length ranges from 5 seconds – 10 seconds depending on the type of advertisement, and the event it’s advertising. At 40 advertisements with an average of 7.5 seconds per ad you’re looking at an average cycle time of 5 minutes.

## Capabilities

Text – The program offers text scrolling, text flashing, and text emphasis (bold, bordered, underlined)

Video - Supports MP4, and AVI video

Images – jPEG is the strongest supported image file and images can be rotated, transitioned, and emphasized all with the advertising program.

## Examples



## Extra Information

This ad sign is one of the most visible advertising devices in the city of Brandon, visible from College and 18<sup>th</sup>, to Richmond and 15<sup>th</sup>. The sign sees about 32,000 vehicles per day. The bright LED display gives a viewing angle of 172 degrees making the sign visible from almost any stand point. This is a worth while advertising investment for any business!