

ALLVISION

Creative Specifications

TWO SIMPLIFIED SIZES

1056 x 288 | 644 x 196

Allvision's entire digital out-of-home inventory can be displayed as 1 of 2 simplified creative spec sizes.

SIZE:	COLOUR:	FORMAT:	NAME:
1056px x 288px (W x H) 644px x 196px (W x H)	RGB	JPG / PNG	CampaignName_ Advertiser_VariantLetter(A)

*For campaigns running in QC, we must receive a French language version.

PLEASE SUBMIT ALL CREATIVE IN EACH SIMPLIFIED SIZE TO: ADOPS@ALLVISION.COM

Working creative must be received two business days prior to launch.

Though these 2 simplified sizes will fit all screens across our network, if desired you may find individual board specifications on our Product Sheets available through our website.

DO

- Use large, bold, high contrast, sans-serif fonts
- Use large photos and imagery
- Use less than 7 words
- Stay consistent with your brand across multiple platforms
- Convey a single concept

DON'T

- **Use subtle or small text, layer transparencies or textures**
- **Use too much whitespace.**
White on digital billboards is very bright and can flood the design
- **Forget to proof.**
Check your designs by exporting them to the actual size and stand back. Pretend they're a football field away and evaluate

DOOH Best Practices

Want to make your digital billboards better?

Here are a few simple tips that will help ensure your message gets across with clarity on digital out-of-home.

BE SIMPLE

Concept is key! Your audience will spend only a couple seconds with your ad so don't complicate things. Make those seconds count!

BE ORIGINAL

Nobody remembers a boring ad. Stick to 1 idea and make sure it's a good one!

BE BOLD

High contrast, eye-catching photos with large and clear text work best.