

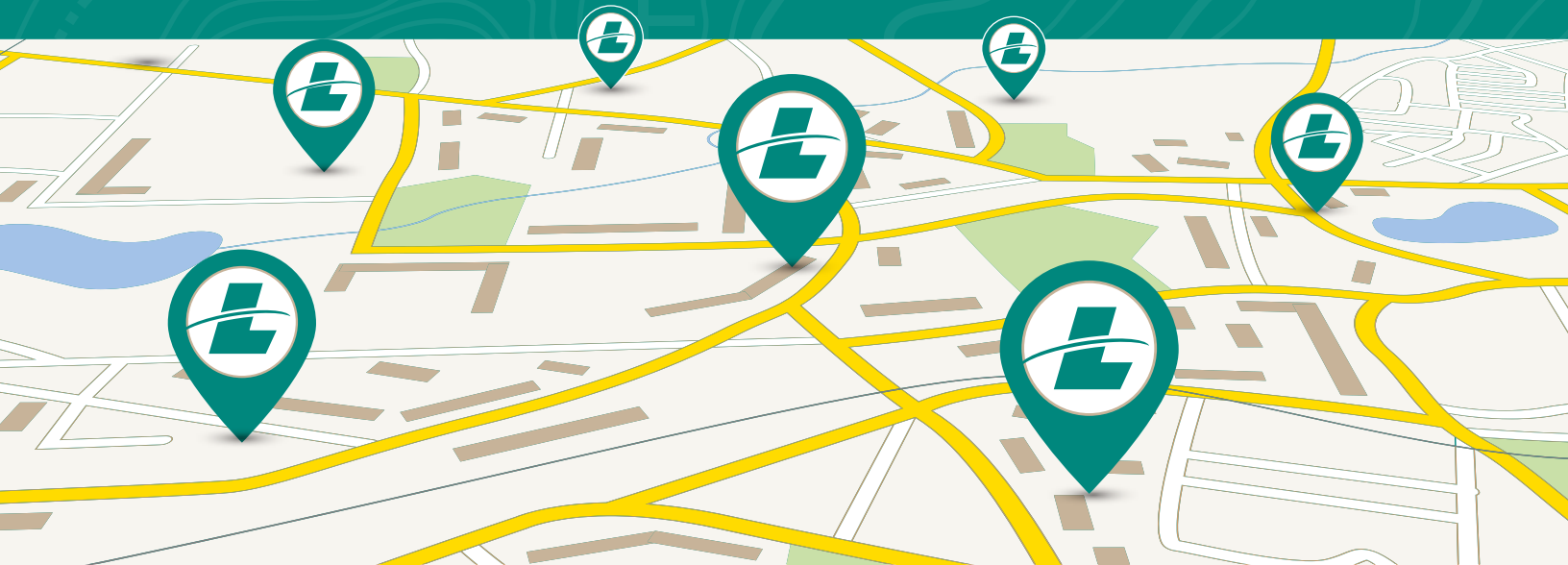


The Lindmark Outdoor Media's

# Field Guide

to

# OUT-OF-HOME CREATIVE



You signed a contract with us, now what?

# LET'S GET CREATIVE!

Feeling lost as to where to start? Don't worry, we're here to guide you.

Your ad can make or break your outdoor campaign. Whether you'll provide your own artwork or use Lindmark's award-winning graphic designers to build your creative, the information on the following pages will guide you through the design process.

It's important to be open-minded to the following guidelines as well as to your graphic designer's suggestions. Being open to new ideas allows you to maximize the potential for creating an iconic, innovative and unique ad for your company.

**“What really decides consumers to buy or not to buy is the content of your advertising, not its form.”**

- David Ogilvy



# The ABCs of **SIMPLICITY**

## **ACCURACY**

Express the most important idea concisely.

## **BOLDNESS**

Present dynamic or provocative messages.

## **CLARITY**

Limit the number of words and pictures.

Out of home advertising should be a quick burst of essential information. Additional messages dilute the essence of the primary benefit and reduce the impact of the advertising. *It is equally important to limit design elements. Too many elements may confuse a viewer or make them work too hard to understand the meaning of the message.*

**“Make it simple. Make it memorable.  
Make it inviting to look at”**

- Leo Burnett

- > Rely on imagery over words
- > Relate messages to familiar ideas and easily understood concepts
- > Use playful, lively elements
- > Draw on universal elements of life, like home and family
- > Offer comfort
- > Avoid intimidating viewers
- > Emphasize brands as “heroes or helpers”



# CREATIVE GUIDELINES

## STICK TO ONE MESSAGE

Less is more, much more when using outdoor advertising to communicate a message. A common mistake is trying to accomplish too much with a single ad. By overreaching, an advertiser can dilute their message and reduce the effectiveness of the ad.



## THE CREATIVE CHALLENGE

The audience for outdoor advertising is mobile. They are constantly on the go and short on time. This fast pace lifestyle of your audience reduces the time you have to reach them with your message to only a few seconds. Because of this limited exposure time, designing for outdoor requires a focused creative approach. Below are some tips to help you meet this challenge.

## THE MESSAGE

- > Express the most important idea concisely.
- > Use short copy lines. **Seven words or less.**
- > Make sure the advertiser's name is legible.
- > Use either a website or a phone number, but not both. Preferably not any, as the audience will search advertiser on their smart phone.

## COLORS

Use bold colors. Being subtle from 600 feet does not work. Use contrasting colors, they read better from a distance.



## FONTS

Use bold, non-serif fonts. Avoid decorative, italic or thin serif fonts.



## IMAGES

- > Choose images with simple backgrounds.
- > Avoid using landscapes or complex scenes.
- > Make a small object large (like jewelry) rather than a large object small (like a house).

## TEST YOUR DESIGN

Show your design to someone for seven seconds. Did they get it? View your design from a distance. Does it read from fifteen feet away?

# IMAGES & RESOLUTION

## PHOTOS

Photo images need to be at least 4" wide at 300 dpi.

## LOGOS

Ideally logo files need to be a vector image (EPS or PDF) or 4" wide at 300 dpi JPEG. If your logo is not legible for outdoor advertising, your graphic designer will suggest an alternative.

## COPYRIGHT IMAGES

Images that are copyrighted without written statement from the original artist(s) are not allowed. This includes, but not limited to, photography, illustration, other outdoor advertising, etc.

## IMAGES FROM WEBSITES

Most images and logos captured from websites have a resolution of 72 dpi (monitor resolution). These images and logos look fine on screen but when enlarged and printed on a billboard they will look fuzzy or jagged.



← Actual Size of an Internet Image: 4"x6" in at 72dpi

Images and logos need to have a minimum resolution of 300dpi.

The same image enlarged 1200% to 6'x4' at 72dpi

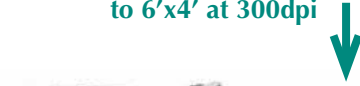
The same image enlarged 1200% to 6'x4' at 300dpi

## DO NOT USE IMAGES FROM:

- Typical Internet Images
- Google Images
- Scanned Business Cards
- Camera Phones
- Digital Camera Pictures at low quality settings

## USE IMAGES FROM:

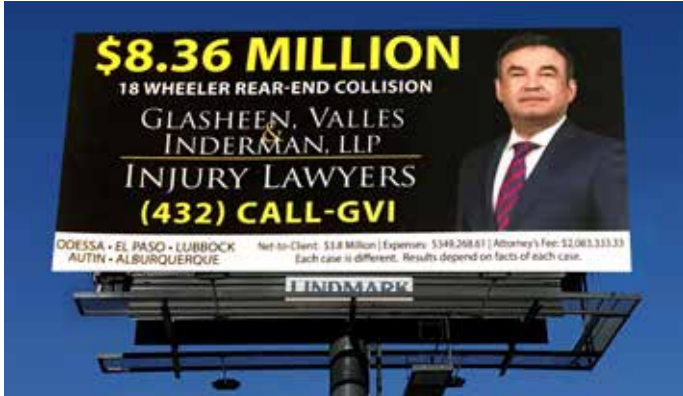
- Media Sites
- Stock Photography Sites
- Digital Camera Pictures at its highest quality setting



# WHAT WORKS



# WHAT DOESN'T WORK



# DIGITAL PLAYERS

Utilizing the newest technology, digital billboards are computer controlled LED displays. Their colors are vibrant and the images are crystal-clear. Digital billboards are the perfect medium for an advertiser that wants the impact of traditional outdoor and the flexibility of Internet advertising.

## THE BENEFITS

### NO PRODUCTION COSTS

Because ads are displayed electronically, you have no printing or shipping costs.

### FLEXIBILITY

Digital Billboards give you the freedom to update your message weekly, daily, even hourly.

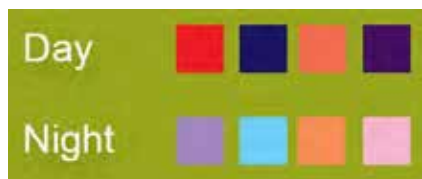
### DYNAMIC CONTENT

Digital billboards give advertisers the advantage of delivering real-time information in ads. Such as, weather, stock quotes, interest rates and news headlines.

### MULTIPLE MESSAGES

Unconstrained by production cost, you can display multiple messages.

## BACKGROUND RECOMMENDATIONS FOR DIGITAL BILLBOARDS



## PRODUCTION

Avoid using white background in the creative.

It's a good idea to create the files at actual pixel size of the player. This provides the sharpest possible image by alleviating the need to "down sample" the artwork before use.

Final files need to be saved as a jpg at 72 dpi in RGB color mode.

Locate the digital player below for file set-up size.

### TEXARKANA, TX

**1741D**  
(I-30 0.2mi W/O Richmond RD NS)  
File Size: 450h x 468w pixels

### SHERMAN, TX

**2000**  
(500 E. Taylor St)  
File Size: 400h x 840w pixels

**2003**  
(2900 Texoma Pkwy)  
File Size: 400h x 840w pixels

**1114D**  
(Hwy 75, Sherman (Whatburger))  
File Size: 180h x 720w pixels

### WICHITA FALLS, TX

**1682**  
(3921 Kemp Blvd)  
File Size: 192h x 672w pixels

**S515954N**  
(Brook St. North Facing)  
File Size: 288h x 414w pixels

**S515954S**  
(Brook St. South Facing)  
File Size: 288h x 414w pixels

### ARTESIA, NM

**D59 FACE 1508**  
(701 W. Main)  
File Size: 198h x 396w pixels

**D59 FACE 1509**  
(701 W. Main)  
File Size: 160h x 320w pixels

**CARLSBAD, NM**  
**A30 FACE 2509**  
(1704 S. Canal)  
File Size: 176h x 528w pixels

**D71 RHR**  
(1095 N. Canal)  
File Size: 180h x 560w pixels

**D71 LHR**  
(1095 N. Canal)  
File Size: 180h x 560w pixels

**HOBBS, NM**  
**D93 FACE RHR**  
(1003 E. Marland)  
File Size: 180h x 560w pixels

**D93 FACE LHR**  
(1003 E. Marland)  
File Size: 180h x 560w pixels

**LAS CRUCES, NM**  
**C53 FACE 296**  
(2500 E. Missouri)  
File Size: 200h x 408w pixels

**C76 FACE 329**  
(3231 N. Main)  
File Size: 200h x 408w pixels

**C62 FACE 612**  
(2001 E. Lohman)  
File Size: 144h x 432w pixels

**C62 FACE RHR**  
(2001 E. Lohman)  
File Size: 180h x 560w pixels

**D72 FACE RHR**  
(1225 S. Main)  
File Size: 180h x 560w pixels

**D73 FACE LHR**  
(200 S. Solano)  
File Size: 180h x 560w pixels

**D52 FACE LHR**  
(540 N. Telshor)  
File Size: 222h x 460w pixels

**ROSWELL, NM**  
**B62 FACE 9572**  
(2710 N. Main)  
File Size: 176h x 528w pixels

**D98 FACE RHR**  
(3204 N. Main)  
File Size: 260h x 880w pixels



# EXTENSIONS & MORE



## EXTENSIONS

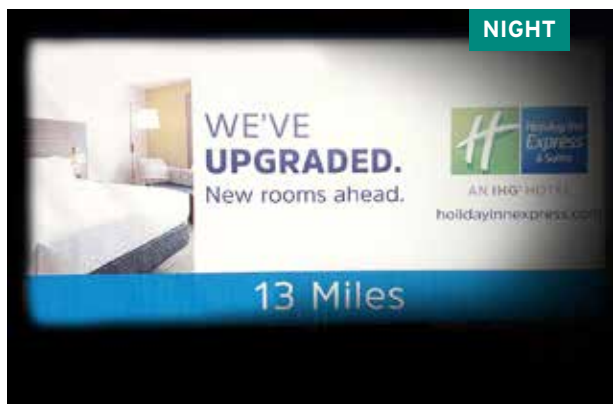
To increase the impact of bulletins, extensions (cutouts that extend beyond the basic shape of the structure) are often used.

### PRODUCTION

Extension Pricing: \$20/sq.ft.

Maximum height of an extension is 3 feet. Any additional height must be approved by management.

Not all structures are extension-friendly. Lindmark will confirm before committing to extensions or any other embellishments.



## REFLECTIVE

Increase your visibility! Excellent option when no electricity is available. Ideal for 24-hour retailers – restaurants, gas stations, casinos, and convenience stores.

### PRODUCTION

Scotchlite Pricing: \$8/sq.ft. on top of normal production and installation costs.

Please contact graphic artist for any file set-up questions.