CENTRAL BUSINESS DISTRICT!

DETROIT

2482 Clifford St, Detroit, MI 48201 - Located on Clifford Street, Harry's Bar is a Detroit icon. Just a half mile from MGM Casino, close to Ford Field, Comerica Park and most notably adjacent to the new Little Caesars Arena where the Detroit Red Wings will play, and a place that is expected to host over 300 events a year, this wall can been seen from commuters driving to the arena, coming off Interstate 75, heading towards Interstate 75, and from all access roads to and from the highway. This bar is packed on game days for the Lions, Tigers, and Red Wings and is known by all.

DC Office: (202) 337-1839   chris@capitoloutdoor.com   www.CapitolOutdoor.com

FACING South
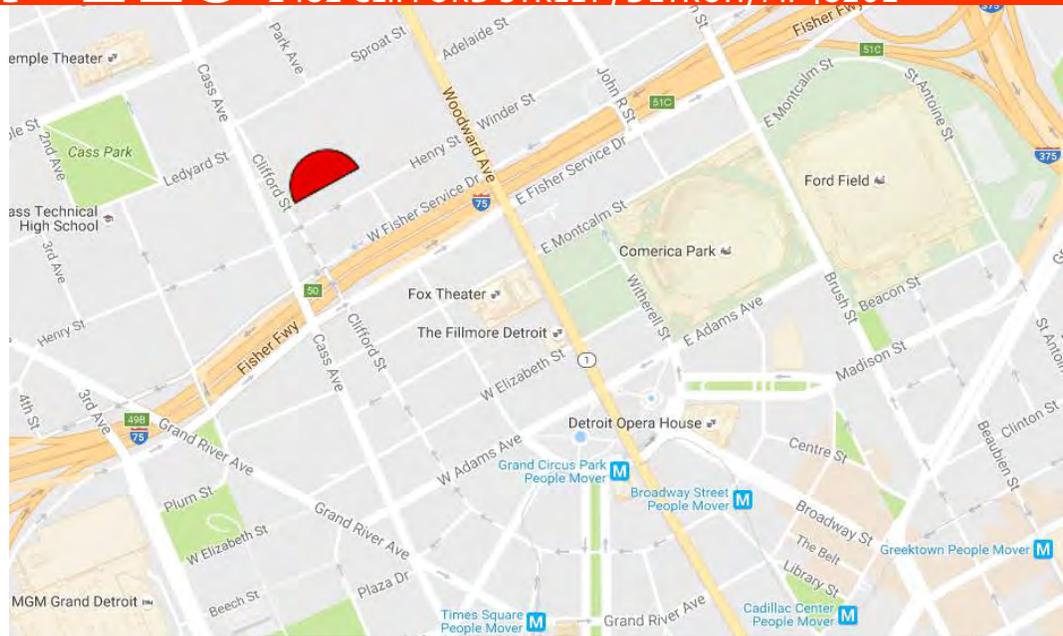
READ Right

DEC TBD

SIZE 17'h x 20'w

READ & TRAFFIC

Located adjacent to new hockey arena and in the middle of a new entertainment district of Detroit. Major traffic on and off of I-75

TAB ID 30802333

TOTAL IMPs 435,512

LATITUDE 42.339314

LONGITUDE -83.056259

SIZE & PRODUCTION 17 feet tall by 20 feet wide *[DIGITAL]*

Matrix of sign (in pixels): 306 tall x 360 wide | **Pixel Pitch:** 16mm
The loop is 15 second slots for a two minute loop.

PRICE call for pricing

TERM 4 Weeks

} Subject to prior sale.

📱 **DC Office: (202) 337-1839**   📧 chris@capitoloutdoor.com   🖥 www.CapitolOutdoor.com

DESIGN SPECS FOR DIGITAL SIGN

Physical size of your sign:
17' tall x 20' wide
Matrix of your sign (in pixels):
306 tall x 360 wide
Pixel pitch: 16mm

For artwork image quality, we recommend:
Multiply your sign's matrix by: 2
Artwork size will be (in pixels):
612 tall x 720 wide
A(n) 36 pixel character will be 1 foot tall.

FILE FORMAT - STILL IMAGES
• JPG, PNG, BMP or GIF for still image content at 100% quality; Use RGB color, not CMYK.
• Resolution: Use 72 dpi. Because message centers have a fixed pixel spread, DPI is technically irrelevant.
• Physical size of artwork is also a non-factor. Focus on the actual pixel dimensions (height and width) of the artwork.
• Recommended file size: 1MB or smaller

DESIGNER'S TIP

If using **Adobe CC** to create artwork, use the **"Export As"** option to greatly reduce file size.

KEEP IT SIMPLE
The first step to creating effective messages with your electronic sign is to keep the wording short and succinct. Avoid using complete sentences. Don't use eight words when four will do. Stick with short, simple words for quick comprehension by motorists. Each message should present a single idea. This reads faster than trying to fit multiple offers on a message.

KEEP IT BIG
Large text allows motorists to see your message from a greater distance and increases impressions. If your text is too small, your audience won't have sufficient time to read and comprehend the message before driving by. Although the software allows for a smaller character height, we recommend characters at least 12" tall.

KEEP IT CLEAN
Avoid using thin fonts as well as most script fonts. Thin character strokes don't maintain legibility over long distances. Use thick, heavy fonts to increase readability. Bolding your font is an excellent way to add weight to your message.

BAD GOOD **BEST**
sans-serif

BAD GOOD **BEST**
serif

KEEP IT COLORFUL
High color contrast is a key ingredient. Like large text, the right color combinations can make your messages more legible from a greater distance. Text and background colors should combine in a way that is pleasing to look at and lets your messages be easily read.

DC Office: (202) 337-1839   chris@capitoloutdoor.com   www.CapitolOutdoor.com

DESIGN EXAMPLE