NEAR ORIOLES PARK!

BALTIMORE

100 S Charles St, Baltimore, MD 21201 - Positioned at the intersection of Lombard and Charles Streets, this unit is located under a half mile from Orioles Park. These two main oneway thoroughfares cut through downtown Baltimore's business district and lead you to the I-95 and I-83 expressways. The face of the sign is next to the road at a traffic light and only 25' off the ground providing unparalleled views.
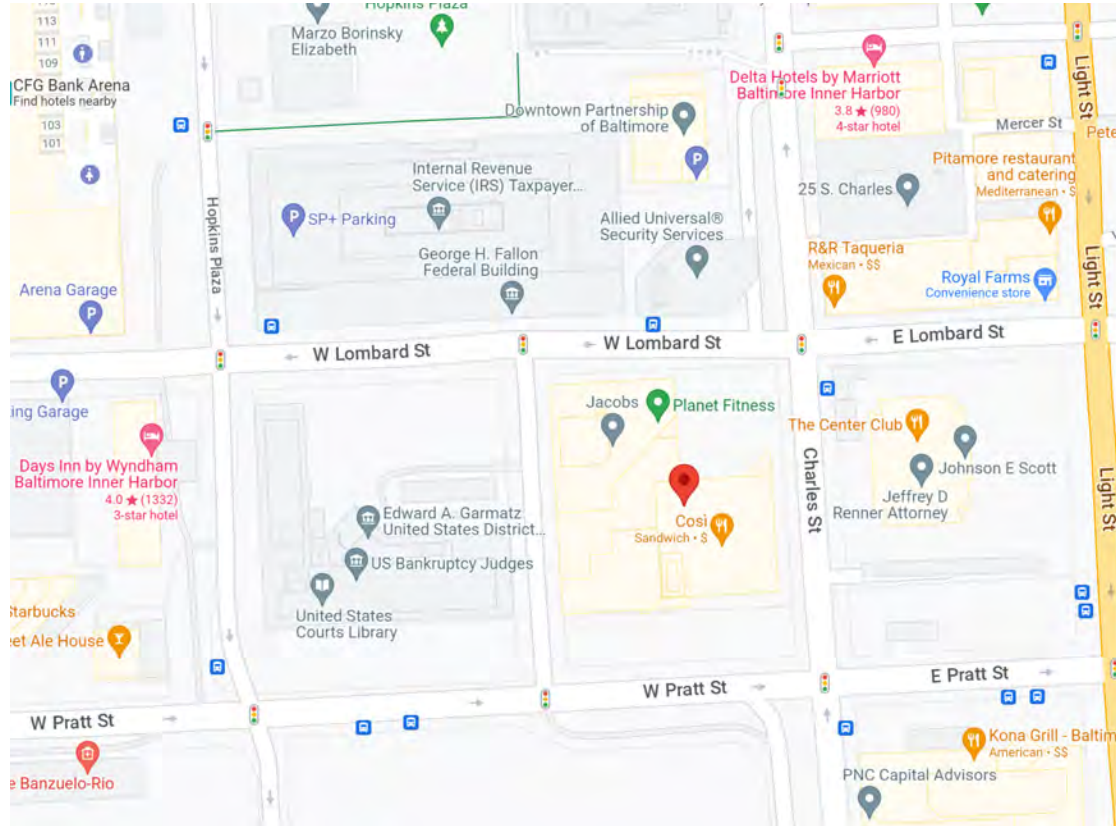
 DC Office: 202.337.1839   chris@capitoloutdoor.com   www.CapitolOutdoor.com

FACING East

READ Left-hand

SIZE 21'h x 31'w

TAB ID 50620791   **WEEKLY IMPs** 365,584   **LATITUDE** 39.287566   **LONGITUDE** -76.61560094

SIZE & PRODUCTION 21 feet tall by 31 feet wide. 378 px tall by 558 px wide. Illuminated Digital Wall.

NOTES

- PIXEL SIZE: 378 tall x 558 wide
- :08 Spots / :64 Loop
- Full Motion Capable
- MAX OF 3 CREATIVES PER SPOT PURCHASED
- JPG, PNG, BMP or GIF files accepted

SHIPPING john@capitoloutdoor.com

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DESIGN SPECS FOR DIGITAL SIGN

Physical size of your sign:
  21' tall x 31' wide
Matrix of your sign (in pixels):
  378 tall x 558 wide
Pixel pitch: 16mm

For artwork image quality, we recommend:
Design at your sign's matrix size:
Artwork size will be (in pixels): 378 tall x 558 wide
A(n) 18 pixel character will be 1 foot tall.
Maximum media size: 18.98MB

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
• *3 creatives max per spot*

DESIGNER'S TIP

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

FILE FORMAT - ANIMATION AND VIDEO
• MP4 (h.264) video content   • 30 frames per second (fps) maximum
• 30 seconds maximum length

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.

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DESIGN EXAMPLE