



## **Broadway Digital Image Submittal Specifications**

- A) Broadway allows up to ten (10) different images (JPG Ads/messages) per campaign  
Photo Shop, Power Point & Publisher are ideal for custom Ad creation  
Photos & graphics can easily be incorporated into the layout
  
- B) Side screens - dimensions: 12.5'w x 6.25'h (a 2:1 aspect ratio)  
JPEG Image Size for submittal: 6"w x 3"h  
Rear screen – dimensions: 4.5'w x 5.5'h (a 9:11 aspect ratio)  
JPEG Image Size for submittal: 2.25"w x 2.75"h
  
- C) Content on digital displays “POPS” best on a dark background (black, dark blue, etc.)  
Bright colored backgrounds should be toned down – Ex:  
Use light gray instead of white, use light orange instead of yellow, etc.
  
- D) When creating a message, the font size should never be smaller than 22  
Bigger lettering is always better - Avoid using italics when possible
  
- E) Please provide JPEG files with a minimum of 150 dpi and up to 600 dpi  
Files can be uploaded to DropBox for Broadway retrieval