



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: 4.5"w x 5.5"h

- C) Content on digital displays "POPS" best when bright colored letters are displayed on a dark background (black, dark blue, etc.).
Bright colored backgrounds should be toned down...
Ex: Use light gray instead of bright white, use light orange instead of yellow, etc.

- D) When creating a message, the font size should never be smaller than 22
Bigger lettering and less content is always better
Avoid using italics for smaller fonts

- E) Please provide JPEG files with a minimum of 150 dpi and up to 600 dpi
Large files can be uploaded to DropBox for Broadway retrieval