

DIGITAL NETWORK

Technical Specifications

File format

400 h x 1408 w pixel ratio (common to all Digital Boards)
PNG files are preferred – Illustrator, Photoshop and InDesign files can be accepted.
Please provide fully layered native or source files including fonts for any files that may require editing.

Creating artwork

Here are some guidelines to follow when creating your artwork for LED advertising:

1. Large font height: 3 to 4 feet high for the header and a minimum of 18 inches for other text.
2. Streamlined fonts: avoid italics, decorative and serif fonts. Fonts should be plain, bold and contrast well with the background.
3. Use few words to illustrate a single idea: a maximum of 10 to 12 words, including the logo/tagline. Limit white backgrounds and rules, lines or boxes.
4. Bright colours: use bright primary colours (red, yellow, blue) that show up well on LED panels.
5. Keep it simple by using 3 elements: a strong image, the brand logo, a simple message.
6. Simple background: avoid images with a lot of detail. For example, use a single object on a monochromatic background.
7. Emphasize contrasts: use true and bold colours. Avoid gradients, nuances will not reproduce well.

Material deadlines

New campaigns: Material required 3 business days prior to launch date.
Modifications to existing campaigns: Material required 1 business day prior to launch date.

Montreal – 14' high x 48' wide

Toronto – 14' high x 48' wide

Vancouver – 10' high x 34' wide



DIGITAL NETWORK

Technical Specifications

1. The advertising message must be static without any animation, movement or variation in brightness.
2. No transition of any sort between messages is allowed (fades or other effects).
3. To use highway signs, pictograms and road signs (except to indicate the next exit) or to copy the appearance or content of the highway variable message signs is prohibited.
4. It may be prohibited to sequentially display ads of a single advertiser. Each message must be independent of each other so as not to suggest motion or animation. Please contact your Astral Account Manager for details.
5. Message content must be advertising in nature and must not be used as a news source such as headline news, sports results or weather reports.

Sending files

Please contact the Astral Out-of-Home Production Department to transfer your file. PNG files can be emailed. For files that require modification, reformatting or updating of content we require layered, native/source files including all fonts and linked images.

Distance testing templates are available at:

www.astraloutofhome.com/en/services/production/

Production Department

Toronto: 416-924-6664

Montreal: 514-529-6664

