

Artwork Requirements

The digital signage advertisements will be displayed on a 40" wide screen monitor. Please make sure that all artwork that is supplied to 3 W to be displayed on the digital signage is not in violation of any Copyright Laws.

Aspect Ratio: (16:9) It is important that the artwork should be created in a horizontal format. The best size for artwork is **20"x11.25"** at **96 DPI**. This is equal to **1920 pixels x 1080 pixels**.

File Format: The best file format is **jpeg** which is the final format that is uploaded directly to the digital signage. We can also work with **ai** (Adobe Illustrator), **cdr** (CorelDraw) and **pdf** (Adobe Portable Document Format). These three formats (**ai, cdr & pdf**) are editable and we can make any adjustments to the files required by the advertiser.

Aesthetic Consideration: The digital signage ads will be displayed in 15 second intervals. This is a fare amount of time, but as some would say less is best. You don't want to overwhelm your ad with large amounts of images and text. The best is to keep it simple, bold and legible.

Advertisement Content: Make sure to address or answer the 5 W's so that the people seeing the ad are well informed.

Who - Company or Person. (Contact Info.)

What - Product or Service.

When - Time and Date.

Where - Location or Place of Business.

Why - The reason they would like to do business with You / The Company.

Tracking: We would like to suggest that you offer some kind of discount or promotion on your ad. This way when someone inquires about your products or services, you know that they saw your business information at The American Legion Post . This is merely a suggestion and it is not a requirement for the ad.

If you have any questions or need help with your artwork, please let us know.

Thank You,

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\$ G M W D W - American Legion Post

Digital Signage Manager

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