



DIGITAL BILLBOARD SPECS

There are several criteria that your designs must meet to ensure that they run properly and look as amazing as they should. Here are a few things to keep in mind when designing art or saving files to send us:

- 1) DDI Media operates a few different types of digital billboards, therefore, we could need a few different sizes of art. Files should be sent in each of the sizes corresponding to the locations that your advertisement(s) will run. Please see page two for a list of locations and sizes.
- 2) DPI does not matter as long as the pixel dimensions are accurate.
- 3) All designs should be saved as JPGs at maximum quality.
- 4) All designs should be saved in RGB mode.
- 5) Please refrain from using special characters and slashes in your file names.
- 6) RSS feeds can be utilized in digital designs, but the client must be able to provide the RSS link and let us know which embedded information they want to display.
- 7) If you intend to run a countdown or other dynamic element in your design, please leave a space in your design for this information to be placed.
- 8) Contact your DDI Media Account Executive with any questions you may have. We'll be glad to help in any way we can.

SEND US ART

There are several methods that you can use to send us files. If for any reason none of these will work for you, please let us know and we will work with you to figure something out. Art submission options are as follows:

- 1) **E-mail:** Art build to the specs above should be small enough that it is easy to send as e-mail attachments. Please send art to your assigned account executive. This tends to be the simplest method and is the one we would usually recommend.
- 2) **FTP (direct):** Our online FTP upload page can be reached by entering the following URL: ddimediaupload.net
- 3) **FTP (via website):** Visit our home page at: ddimedia.net and click on "Upload Art". You will be taken to our online FTP upload page.
- 4) **Third Party File Services:** You are welcome to use any of these services that you would like to. The ones that we use most often are wetransfer.com, hightail.com and dropbox.com.

| Board # | Pixel Dimensions (w x h) | Location |
|----------------|---------------------------------|--|
| 0006BD | 1504 pixels x 416 pixels | I-55/70/64 0.2 mi E/O IL/MO State Line NS |
| 0007AD | 1504 pixels x 416 pixels | I-55/70/64 0.2 mi E/O IL/MO State Line SS |
| 0010AD | 1504 pixels x 416 pixels | I-70 0.3 mi W/O intersection with Airport Exit #236 SS |
| 0050AD | 1504 pixels x 416 pixels | I-255 0.2 mi W/O Jefferson Barracks Bridge SS |
| 0100AD | 1504 pixels x 416 pixels | MO-364/MO-94 0.5 mi W/O MO-364/MO-94 merge NS |
| 0110BD | 1504 pixels x 416 pixels | I-55 0.3 mi S/O Bayless Road ES RH |
| 0144BD | 1504 pixels x 416 pixels | I-44 @ Kingshighway SS |
| 0166AD | 1504 pixels x 416 pixels | I-170 0.2 mi N/O St. Charles Rock Road WS |
| 0196AD | 1504 pixels x 416 pixels | Manchester Rd 0.5 mi W/O Mason Rd NS |
| 0196BD | 1504 pixels x 416 pixels | Manchester Rd 0.5 mi W/O Mason Rd NS |
| 0318BD | 1504 pixels x 416 pixels | I-70 0.3 mi W/O I-170 NS |
| 0346BD | 522 pixels x 162 pixels | Homer Adams Pkwy 430 ft. E/O Alton Square Drive SS |
| 0375BD | 1504 pixels x 416 pixels | Hwy 40 E/O Jefferson Avenue SS |
| 0422AD | 1504 pixels x 416 pixels | I-44 0.27 mi W/O Big Bend Rd Exit #278 NS |
| 0422BD | 1504 pixels x 416 pixels | I-44 0.27 mi W/O Big Bend Rd Exit #278 NS |
| 0424AD | 1504 pixels x 416 pixels | I-70 @ Fifth Street |
| 0424BD | 1504 pixels x 416 pixels | I-70 @ Fifth Street |
| 0425BD | 522 pixels x 162 pixels | Page Avenue 0.5 mi E/O Lindbergh |
| 0429AD | 1504 pixels x 416 pixels | Highway 141 0.3 mi S/O I-44 WS |
| 0429BD | 1504 pixels x 416 pixels | Hwy 141 0.3 mi S/O I-44 WS |
| 0473AD | 1504 pixels x 416 pixels | Highway 94 at I-70 SEC |
| 0481BD | 1504 pixels x 416 pixels | I-370 0.2 mi W/O Hwy 94/ North 3rd Street NS |
| 0516AD | 1504 pixels x 416 pixels | I-270 0.2 mi W/O James S. McDonnell Blvd. NS |
| 0516BD | 1504 pixels x 416 pixels | I-270 0.2 mi W/O James S. McDonnell Blvd. NS |