



# QUICK TIPS FOR GOOD OUTDOOR ADVERTISING

## ★ **Product Identification**

Make sure you can read the advertiser's name.

## ★ **Short Copy**

No more than 10 words total, and 5 words in the headline.

## ★ **Short Words**

Use short words for faster comprehension.

## ★ **Large and Legible Type**

Words are viewed from distances of 400-800 feet. All text should be at least 1 foot tall to be legible. Remember, that's only to be legible! Effective type size, especially for a headline, is 3 to 4 feet tall.

## ★ **Increase Line Thickness**

At 600 feet, thin lines optically disappear.

## ★ **Forget "The Whitespace" Rule**

This rule does not apply to Outdoor. Unlike Print, the actual viewing size is too small. It's like having a 1"x3" newspaper ad with a lot of white space.

## ★ **Bold Colors**

Dare to be bold! Being subtle at 600 feet doesn't work.

## ★ **High Contrast**

High contrast means better visibility.

## ★ **Simplify Everything**

Focus on one key idea or message.

## ★ **View From 15 Feet**

View your creative from 15 feet. This simulates viewing from the road. Does it read well? Make sure your art is legible before it hits the streets.

## ★ **View For 5 Seconds**

View your creative for 5 seconds. This simulates driving past the billboard. Can you read the entire message in 5 seconds? If not, your drivers will miss your message too.