



OUTDOOR 201



» OUTDOOR 101 REFRESHER

outdoor billboard lingo and sizes:

POSTER / 10'5x22'8

BULLETIN / 14'x48', 10'6"x36' and various odd sizes

BACKLIT / mostly 10'5x22'8 and also other sizes

outdoor billboard materials:

vinyl / used on our bulletins and reusable

eco-flex / lightweight vinyl used on our posters and is not reusable

backlit vinyl / semi-transparent vinyl used on our backlits

extensions / vinyl applied to plywood that extends beyond the bulletin frame

snipes / self-adhesive vinyl to add to existing creative

outdoor creative basics:

keep it simple / readability is essential

7 words or less is a good guideline

one point of contact is all you need

use relevant images that are easy to discern



» EXTENSIONS













» BACKLITS















» TEASE & REVEAL













» STACKED













» CONVERSATION













Oreo[®]
Brownie
Earthquake[®]



DQ
Grill & Chill



AMS
AREA MEDICINE SPECIALISTS

Primary Care ^{plus}

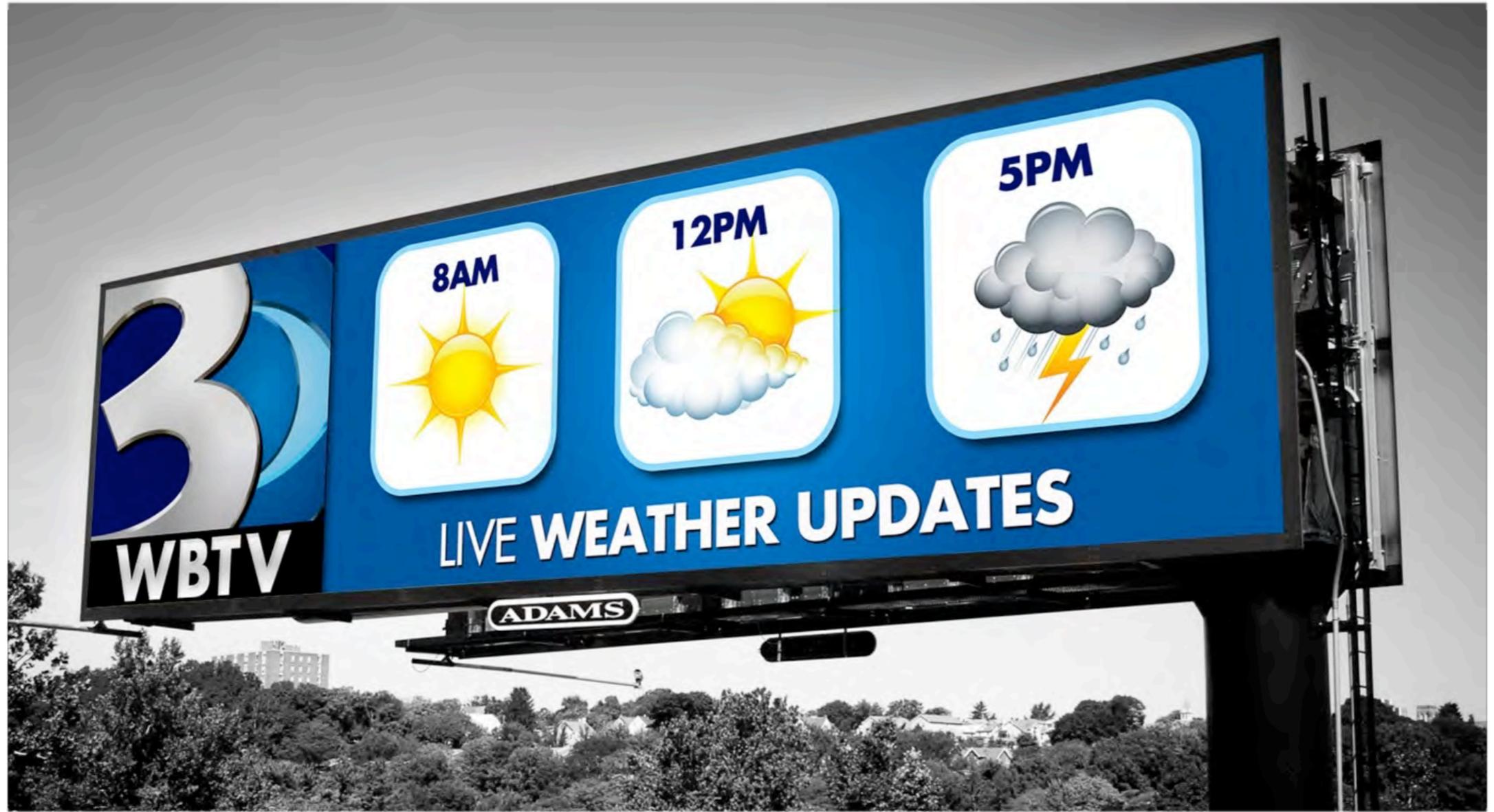
URGENT CARE

Ahead 2 Miles



» DIGITAL CAPABILITIES













» SPECTACULARS











» GOOD vs BAD CREATIVE



» KEEP IT SIMPLE // READABILITY IS ESSENTIAL

GOOD



BAD



» 7 WORDS OR LESS // A GREAT RULE TO DESIGN BY

GOOD



BAD



» POINT OF CONTACT // CHOOSE ONE: PHONE #, WEBSITE OR ADDRESS

GOOD



BAD



» USE RELEVANT QUALITY IMAGES // LOOK GOOD AND MAKE SENSE

GOOD



BAD



you completed outdoor 201!

thank you

