

# DESIGN CHECKLIST

**1050 PIXELS x 810 PIXELS**

## DIGITAL SCREEN ADS

- Make sure your ad file is set up as 1050 pixels wide x 810 pixels high
- Save file as a .jpg for web: 72 dpi
- No text smaller than 25 pt. font
- Do not use light colored text against light backgrounds or dark text against dark backgrounds to ensure text is legible
- For best results, use bold or sans serif fonts
- Avoid overlaying text on busy images
- Ads appear for 12 seconds at a time - keep ads simple and avoid using too much text
- Include a website and/or contact information where more details can be found

## ELEVATOR ADVERTISEMENTS

- Make sure your ad file is set up as 8.5 inches wide x 11 inches high
- Please keep all images within a 0.25 in. margin and all text within a 0.75 in. margin from the trim line
- Save file as a .pdf
- Make sure all images are high-res, 300 dpi
- Do not use light colored text against light backgrounds or dark text against dark backgrounds to ensure text is legible
- Avoid overlaying text on busy images
- For best results, please keep all type larger than 12 pt. font
- Include a website and/or contact information where more details can be found

**0.25 IN. MARGIN  
FOR IMAGES**

**0.75 IN. MARGIN  
FOR TEXT**



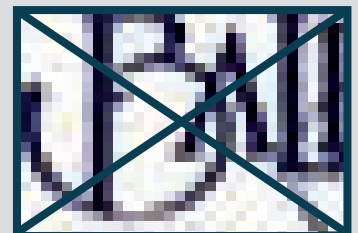
**NO LIGHT TEXT ON LIGHT  
BACKGROUNDS**



**NO DARK TEXT ON DARK  
BACKGROUNDS**



**NO TEXT OVER BUSY  
IMAGES**



**NO LOW-RES IMAGES**