

DIGITAL OUTDOOR MEDIA KIT



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Eagle Display Services, LLC

Eagle Display Services is excited to be able to offer the latest in Digital Outdoor technology with our vibrant, high resolution LED display. This new billboard reaches thousands of people every day and does it with flexibility and cost efficiency.

Eight advertisers rotate continuously, each one having an eight second exposure of a static image. Images can be scheduled to run at certain times of the day, on particular days of the week, or even based on the current weather conditions. Digital billboards are the perfect medium for the forward thinking advertiser.

Why Digital?

Flexibility	Page 3
Efficiency	Page 4
Community Dialogue	Page 5
High Reach, Innovation, & COST EFFECTIVE	Page 6

Dynamic Content

Headlines	Page 7
Sports Scores	Page 7
Time / Temp / Traffic	Page 8
Pictures	Page 8
Upcoming Events	Page 8
How To	Page 9

Digital Creative

Guidelines and Specifications	Page 10
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WHY DIGITAL?

Digital Outdoor
MEDIA KIT

Flexibility

Customize and adapt your digital program to meet time-sensitive needs.

Morning



Noon



Night



WHY DIGITAL?

Digital Outdoor
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Efficiency

Eliminates traditional Printing & Installation costs while increasing response time.



WHY DIGITAL?

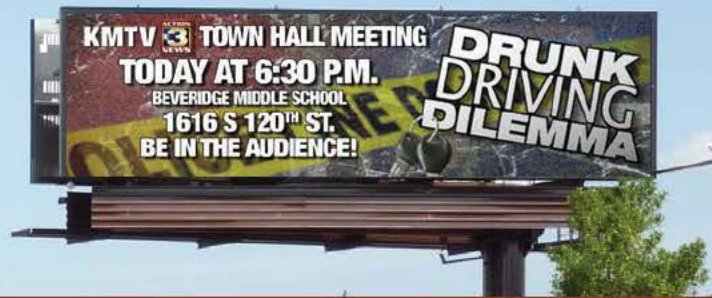
Digital Outdoor
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Community Dialogue

Build ongoing interactive relationships with consumers by creating intrigue and anticipation.



Provides instant communication for Events, Emergencies, and Amber Alerts



WHY DIGITAL?

Digital Outdoor
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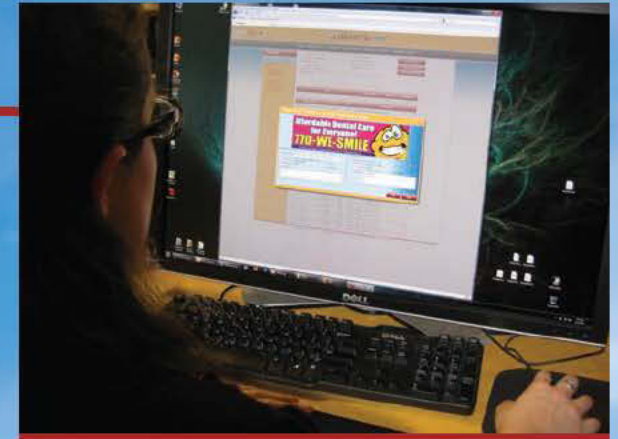
High Reach

Our high impact location is strategically placed on Hwy 198 just West of downtown Hanford, California.



Innovation

This new technology is transforming the industry into the most flexible and responsive of all advertising platforms.



Cost Effective

The average CPM of this media is much less than other mass media – Newspaper \$25, Television \$15, Radio \$10, & Digital Outdoor \$2. NO more vinyl Printing & Installation costs to change your message. Advertisers can even change their own copy with the click of a mouse.



DYNAMIC CONTENT IDEAS

Digital Outdoor
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One of the great things about digital billboards is the ability to dynamically update information from other sources and include it directly into your advertisement. Time-sensitive, relevant facts and interesting information can be pulled from the internet through the use of RSS feeds to make your ads more valuable.

Headlines

We can lift headlines from websites. Great for news organizations to post real time information next to their logo or brand. As the website headline changes, so does the digital billboard creative. If top headlines are not available from your site, other sources are available for us to include vital and relevant information. Some topics may include headlines, business, real estate, entertainment, health, travel, politics, among many others.



Sports Scores

Sports radio, sports bars or other related businesses can automatically post scores from various games.



DYNAMIC CONTENT IDEAS

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Time / Temp / Traffic

A modern approach to an older idea. Show up-to-the-minute time, today's forecast or current road conditions. Great for any brand and a sure crowd pleaser.



Pictures

If you have visual information that is automatically posted on a web site, such as the progress of a new business location, our digital display can instantly lift those pictures and include them in your creative execution. As drivers pass by the digital display, they will see the progression over time, making this a tremendous interest builder.



Upcoming Events

Have a venue where events are constantly being updated? New acts? New artists? New shows? Movie theaters, concert venues and a host of other businesses can benefit by having new information updated instantly.



DYNAMIC CONTENT IDEAS

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HOW TO CREATE IT

- 1 ▶ A base piece of creative is designed with consideration of space for dynamic content (either text or imagery).
- 2 ▶ Dynamic content is selected from a client's website and pulled from the HTML source directly.
- 3 ▶ The source data is incorporated into the base creative through the use of RSS feeds or other dynamic content fields such as time and temp, and updates whenever the client source changes... keeping the content timely and relevant.



SIMPLICITY IS THE KEY TO CREATING GREAT OUT-OF-HOME DESIGN.

A billboard's main purpose is to communicate quickly. Simplicity is key. Even the best design is worthless if it's not legible from a distance. It is only after legibility has been mastered that creativity can follow. There are certain considerations when designing ads for digital as compared to traditional Out-of-Home media. With that in mind, here are our recommended guidelines for designing a digital billboard.

■ MAKE THE TEXT LARGE

Outdoor designs should be simple, clear and easy to read. Digital Displays should be legible from 300 feet away.

LARGE TEXT
INCREASES LEGIBILITY

■ USE BOLD, NON-SERIF FONTS

Always use large, legible typefaces. At distance, thin lines optically fade or break up and very heavy fonts blur together. Avoid decorative, italic, or serif fonts. As a general rule, upper and lower case sans serif fonts provide the best readability. When designing for digital outdoor, we highly recommend adding a thin dark stroke around the text to separate it from the background.

Works **Works**
Doesn't Work *Doesn't Work*

■ STICK TO ONE MESSAGE OR IDEA

Simplify everything. Don't present a complex message or numerous images. Have one thing that you want your audience to do or to recognize. The best outdoor media reduces a complex message to it's essential elements.



Simplify your idea.

■ BE SHORT AND SWEET

Use no more than ten words total on the entire billboard – and that includes the logo/product tagline. We recommend seven words or less for the headline. Keep the words short for faster comprehension.



KEEP TAGLINES
UNDER SEVEN WORDS.

■ COLOR

Use only RGB color files for digital displays. Design as you would for a website, TV or computer monitor.

CREATE FILES IN RGB



DIGITAL CREATIVE GUIDELINES & SPECS

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■ AVOID WHITE BACKGROUNDS

To achieve white, a combination of all three colors must be turned on to their maximum brightness. Consequently, white backgrounds will wash out and compete with the remainder of your creative.



■ USE BRIGHT, BOLD COLORS

Stick with fully saturated web-safe hues. Complimentary colors, such as red and green, are not legible together because they have similar value. Contrasting color combinations work best for viewing outdoor designs at far distances.



■ DESIGN WITH HIGH CONTRAST

Being subtle does not work at great distances. Strong contrast in both hue and value are essential for creating good digital out-of-home.



■ PICK YOUR IMAGE WISELY

Take a small object and make it large (like a watch) rather than a large object small (like a building). Avoid using landscapes or complex scenes. We recommend 3 visual elements or less, total. For example: 1 image, 1 logo and 1 headline.



■ FORGET ABOUT WHITE SPACE

White space does not apply in Outdoor like in printed material. Increase your logo, font sizes and imagery! Having unused visual space at 300 - 500 feet is not recommended.

FILL THE SPACE!

■ TEST YOUR IDEA

A billboard is not a print ad, the average viewing time is only about 5 seconds. A good test is to show the design to someone from a distance for only 5 seconds and then ask them about it. Did they understand it? Who was the advertiser? What do they think the advertiser wants them to do?



DIGITAL PRODUCTION REQUIREMENTS:

FILE TYPE: UNCOMPRESSED JPG

COLOR: RGB

ART PIXEL DIMENSIONS: 144h x 368w

