

## Travel Lane County Digital Screen Advertorial Creative Guidelines

Congratulations on leveraging Travel Lane County's digital screen advertorial opportunities at Eugene Airport, the Adventure Center in Springfield's Gateway, and at the downtown Eugene Visitor Center. We've compiled some suggestions to help you get the most out of your digital screen company profile / call to action.



Because of ambient noise and movement through the Airport and our visitor centers, we recommend that advertorials be produced with little or no spoken narrative to ensure that your placement has the best chance of being absorbed by the target audience.

### Think "Animated Poster"

Your advertorial should be visually engaging as well as informative. Your message should be presented clearly and visually no matter when a customer sees your ad – beginning, middle, or end.

### Space

Our video screens are high-definition displays utilizing 46" screens or larger at the Eugene Airport and Adventure Center. Try to activate the entire space fully, giving ample emphasis to the most important messages. Recommended resolution is 1360 x 768 pixels (W x H).

### Fonts

Most design rules that apply to static print signage also apply to digital signs.

Bigger text is easier to read, and can be seen from further away. In general, text one inch high can be seen clearly from 25 feet away. Increase the size by about an inch vertically for every additional 25 feet of visibility.

Color and contrast: Since you are likely to have moving images behind or beside your text, the background color might change significantly while a viewer is trying to read your message. Words that comprise initial capital letters followed by lower-case letters are more readable than all upper-case text.

Outlines and drop shadows can improve readability.

Sans-serif fonts tend to be more effective.

### Exposure Time

Our digital advertorial opportunities are typically 15-30 seconds, depending upon contract terms. Don't try to do too much; less is more! Text in 1-6 word strings generally need at least 3 seconds of clear visibility. Any more text than that requires at least 6-8 seconds of visibility. Focus on one or two main thoughts with clear branding or call-to-action.

### Information/Call-to-Action

Let visitors know what you want them to do with a strong, simple call-to-action. And, remember that your company name, logo, phone, and website should be given ample time onscreen, perhaps as a header or footer throughout, so that the target audience connects with you no matter what portion of the ad is viewed.

### Acceptable Formats

Graphic	JPEG, PNG
Animation	Flash SWF
Sound	MP3, AAC

Encoding	MPEG-4, H.264
Video	FLV, MP4, MRV, MOV