



BILLBOARD DESIGN SPECS

Providing your own finished ad?

Please follow the specifications below for your billboard type. These guidelines will help your artwork look clear and professional, whether it is displayed digitally or printed on vinyl. Digital billboard artwork is included in every contract and our designers are here to help! However, if you would like to submit your own artwork, here are some design specifications.

Not sure if your file is ready?

Send us what you have, and our team will be happy to review it.

DIGITAL BILLBOARD

Accepted File Types:

JPG

PNG

Color Space: RGB

Resolution: 72 DPI

Artwork Size: Before creating your artwork, visit RobinsonOutdoor.com/locations, select your billboard location, and use the exact artwork pixel size dimensions listed under "Digital Specs."

Size Example: Set up your artwork exactly as listed by "Artwork Size" on our website.
Example: 216x456 pixels

Images: Use clear, high-quality images.

Submission: Submit your finished artwork at least two full business days before your campaign begins.

Approval: We'll review your artwork for correct sizing and readability from the road. We'll contact you if we recommend any changes.

VINYL BILLBOARD

Accepted File Types:

PDF

JPG

Color Space: CMYK

Resolution: 300 DPI

Artwork Size: Create at a scale of 1 inch = 1 foot.

Bleed Area: Please add 1/2" of bleed to files set up at 1 inch = 1 foot scale.

Safe Area: Keep all text, logos, and important design elements at least 1/2" inside the finished edge to prevent them from being cut off or covered during installation.

Size Example: A 14' x 48' billboard should be submitted at 15" x 49" including the bleed.

Fonts & Images: Please convert all fonts to outlines (paths) or include all screen and printer fonts. All placed images should be high resolution images for best quality.

For further assistance in setting up your artwork, please call us at 573-768-8100.

Design Timelines

After your initial ads are complete, please allow two full business days for future design requests. Requests needed sooner are subject to availability and may include a \$200 rush fee for your request.