

eimedia

We are **eimedia** an **innovative billboard and out-of-home specialists** with industry leading technology, superior and personalised customer service, attention to detail and a passion for helping businesses grow through **premium advertising and brand campaign strategies**.

Our **strategically located billboards** provide maximum exposure delivering your brand and or campaign message straight to the viewing audience resulting in strong viewer to conversion ratios.

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# Artwork Specifications

## Site Sizes (All measurements in pixels)

D25/D193  
Greystanes - Great Western Hwy  
1320w x 320h px

D49/D57  
Eastern Creek - Great Western Hwy  
1320w x 320h px

D89/D185  
Rookwood - Rookwood Road  
1280w x 384h px

D97  
M7 - Horsley Park  
1920w x 480h px

D129  
Belmore - Canterbury Road  
1200w x 360h px

D265  
Canterbury - Canterbury Road  
1080w x 540h px

D201/D209  
Georges Hall - Henry Lawson Drive  
960w x 324h px

D225  
Yagoona - Hume Highway  
1008w x 504h px

D233/D241  
Parklea - Old Windsor Road  
600w x 600h px

D00/D01  
Greystanes - M4 Motorway  
1320w x 360h px

D681  
Lansvale - Hume Hwy  
640w x 320h px

D003  
Pittwater Rd - Brookvale  
1008w x 432h px

If required specifications are not met charges for conversion may be incurred.

Color Space  
RGB

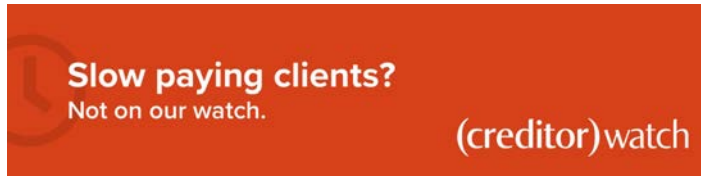
Resolution  
72dpi

Minimum  
Font Size  
18 point

File Types  
Accepted  
jpg  
jpeg  
png



Effective - short and to the point, simple colour use, bold stark images and large text.



Ineffective - too much text or colour use, small text and or images. Way too much going on.

# Some tips on effectiveness

We see advertisers spend on advertising and generate excellent brand awareness and conversion but we also see wasted opportunity by ineffective design. Below are some tips on effective advertising and some image examples.

10

seconds is the MAXIMUM time a commuter has to be drawn to read and digest your message or brand

7

words is the recommended call to action limit for billboard advertising

## Simple

KEEP IT SIMPLE, nothing is less effective than a campaign using lines and lines of text, small text, soft colours and small or multiple images. Don't try to sell your entire product line in one go.

## Standout

when your designing, think of yourself as one person in a crowd of thousands vying to be seen - standout and make people see you!

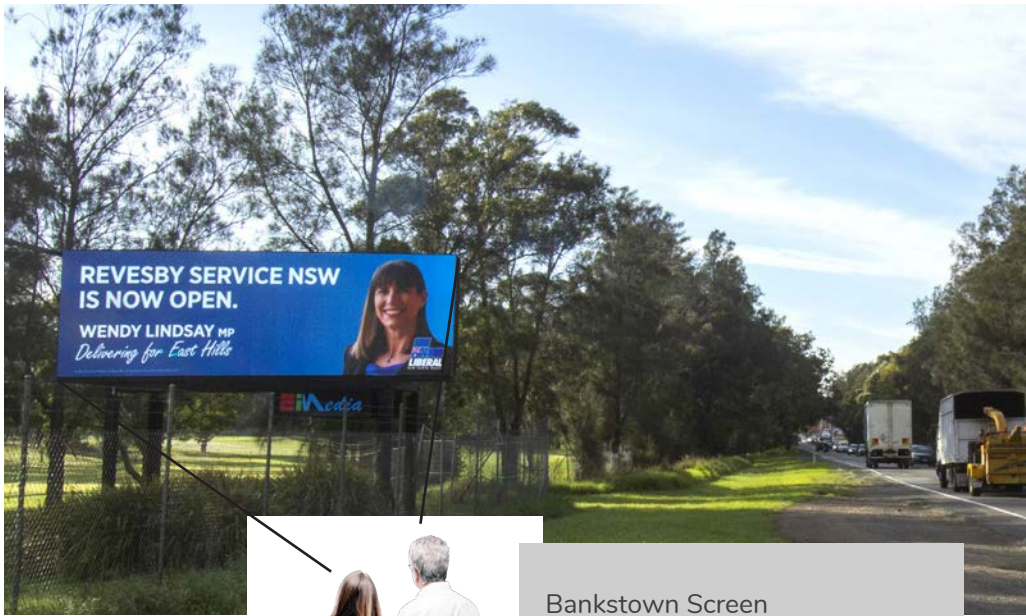
## Solid

Bold solid or contrasting colours work the best. Soft pastels, super thin fonts and tiny images do not scream for attention.


## Space

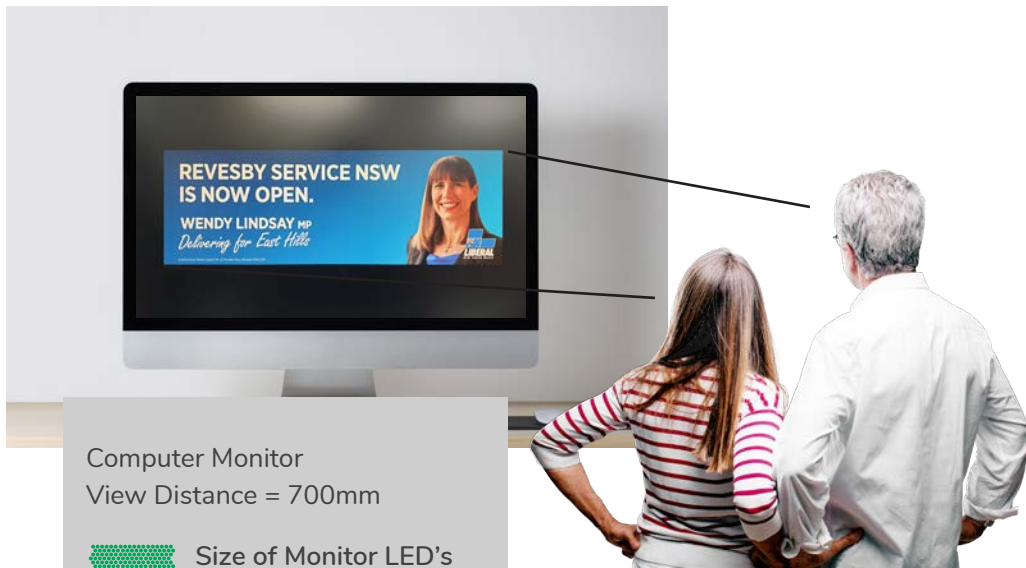
Just because you have purchased space on a screen doesn't mean you need to fill every square centimetre of it with irrelevant text to get your money's worth. Be sparing & simple as suggested earlier - a line or two of text with a simple message is enough and much more effective.






Bankstown Screen  
View Distance = 35m

 Size of Billboard LED's  
(100% Size)



Computer Monitor  
View Distance = 700mm

 Size of Monitor LED's  
(400% Zoom)

# It's all about perspective

We have had numerous designers and clients voicing concerns over resolution and scalability of creatives.

## Relative Viewing Distance

All our screens work very similarly to your computer monitor, LED TV or smartphone screen although with a few little differences.

1. These devices use LED's to change colour (either Red, Green or Blue) to display the current colour spectrum of your creative in their 'zone' on the screen.
2. The resolution of the image is governed by numerous technical factors which include things like DPI (dots per square inch) and LED resolution (how many LED diode's are within a given area). The higher the number of LED's in an area generally results in a potentially higher minimum resolution required to display the image effectively. Our screens require a MAXIMUM of 72dpi due to the size of the LEDs, the spacing between them and the size of the screen.
3. Scalability of creatives is relative to screen size and viewing distance. A 584mm wide computer screen displaying a 960px x 324px/72dpi resolution image from a viewing distance of 700-900mm will appear the same on an outdoor billboard with a physical display size of 8m x 2.5m from a distance of 35-100m.







# Your journey begins below

Contact us today and  
find out just how far  
we can drive your  
advertising dollar

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