



DIGITAL OUTDOOR SPEC SHEET

Quick Tips on Creating Effective Outdoor

Use thick fonts. Thin fonts are unreadable at a distance.

Keep the amount of elements to 7-8 total. Convey your idea concisely without excessive words and images.

Use hi-res photos or vector art to construct your design. Low-res files produce blurry images with artifacting.

OKC Market

846px x 234px
72 DPI (Dots Per Inch)
Under 1 MB
JPEG, PNG, PDF

Tulsa Market

1092px x 308px
72 DPI (Dots Per Inch)
Under 1 MB
JPEG, PNG, PDF

Please send artwork 48 hours prior to billboard-traffic@griffin.news

Contact us with any questions!

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