

# M11 - DIGITAL

## Highway billboard

### Technical specifications

#### Export description

Useable file formats: .mov, AVI, mp4 files and for still images; JPEG's.

If it's a movief file format please make sure to export the file in the right amount of seconds. Usually it is either 15, 30 or 60 seconds but please make sure that this is the agreed upon time.

#### TIP:

We suggest that you keep the message **short and simple** so that it is easy for the viewer to read. Furthermore, we recommend that you use **contrasting colors** especially between the



**OBI MEDIA**  
OUTDOOR BROADCAST IMPACT

**Deadline:** 5 working days before the campaign begins.

#### Dimensions

Height: 386 pixels  
Width: 1408 pixels