

## Outdoor Digital Billboard Guidelines

### Dimensions

800px

400px

**Digital Billboard**  
10ft high x 20ft wide,  
13.5 ft high x 27 ft wide

Crowsnest Hwy & 30th St. N. (2 Signs)  
538 Mayor Magrath & 6th Ave S. (2 Signs)  
Mayor Magrath & Scenic Drive S. (2 Signs)

627px

288px

**Digital Billboard**  
10ft high x 21.5ft wide

Mayor Magrath & 3rd Ave S. (1 Sign)

### Static

File Format: .jpg / Color Mode: RGB  
Resolution: 72dpi / Length: 8 seconds

## Detailed Sign Information

Crowsnest Hwy & 30th St N 538	Mayor Magrath & 6th Ave S.	Mayor Magrath & Scenic Drive S.	Mayor Magrath & 3rd Ave S.
<b>Daily Traffic Count</b> 28,400	<b>Daily Traffic Count</b> 43,800	<b>Daily Traffic Count</b> 48,900	<b>Daily Traffic Count</b> 23,050
<b>Daily Displays</b> 1080	<b>Daily Displays</b> 1080	<b>Daily Displays</b> 1080	<b>Daily Displays</b> 1080
<b>GPS Coordinates</b> -112.79 longitude 49.66 Latitude	<b>GPS Coordinates</b> -112.80 longitude 49.6818 Latitude	<b>GPS Coordinates</b> -112.80 longitude 49.6818 Latitude	<b>GPS Coordinates</b> -112.80 longitude 49.6818 Latitude
<b>Loop</b> 8 second ads in 80 second loop	<b>Loop</b> 8 second ads in 80 second loop	<b>Loop</b> 8 second ads in 80 second loop	<b>Loop</b> 8 second ads in 80 second loop
<b>Booking Time</b> 2 week minimum	<b>Booking Time</b> 2 week minimum	<b>Booking Time</b> 2 week minimum	<b>Booking Time</b> 2 week minimum
<b>Production Time</b> 5 business days	<b>Production Time</b> 5 business days	<b>Production Time</b> 5 business days	<b>Production Time</b> 5 business days
<b>Booking Numbers</b> North Face: LTB-0205004 South Face: LTB-0205005	<b>Booking Numbers</b> North Face: LTB-0205001 South Face: LTB-0205006	<b>Booking Numbers</b> East Face: LTB-0205002 West Face: LTB-0205003	<b>Booking Numbers</b> North Face: LTB-0205007