Submitting a Photo

Yes, photos can add a fun eye-catching element to your billboard design. However, the size of the image file that you submit needs to be correct in order for your photo to look great.

● Photos are Always a Bitmap or Pixel-Based Files

Your photo file consists of dots on a grid. The more dots per inch, the clearer your image will look when enlarged to billboard size.

We like to see photos at 300 dpi (dots per inch) at 1/2 inch to 1 foot scale.
So if your photo will be 10 feet wide on your billboard it should be a 5 inch wide file at 300dpi
(jpg file size will be approximately 400-600K in size).

This is a 40K .jpg file.
The size you would typically
find on a website.
It looks OK in this small size........

But look what happens,
when you enlarge it! Yuk ▶

This file is 470K

Wow, what a difference that makes! ▶