



**TFM Media**  
**1879 N Coley Rd**  
**Tupelo MS 38801**  
**662-842-4442**  
**[advertise@tfm-media.net](mailto:advertise@tfm-media.net)**

### **Digital Billboard Image Specifications**

<b>Billboard Resolution:</b>	<b>576 (width) x 180 (height)</b>
<b>Aspect Ratio:</b>	<b>3.2:1</b>
<b>Compatible Image Formats:</b>	<b>.jpg, .jpeg, .png, .gif</b>
<b>Compatible Video Formats:</b>	<b>.mp4, .m4v</b>

Images and advertisements should be designed using an sRGB color palette. sRGB is the preferred color palette for digital billboard images because it has a wider color gamut that is better suited for displaying bright and vibrant colors on electronic screens, while CMYK is designed for print media and has a more limited color range that may not accurately represent the intended colors on a digital billboard.

When designing images for digital billboard advertisements, it's important to consider factors such as legibility, simplicity, and contrast, since billboards are typically viewed from a distance and only for a few seconds, meaning that your message needs to be quickly and easily understood, with clear, easy-to-read text, minimal visual clutter, and bold colors and graphics that stand out and catch the viewer's attention. Using large fonts and contrasting colors in digital billboard ads is beneficial because they enhance the legibility of the message, making it easier for viewers to quickly read and comprehend the information, while also making the ad more visually striking and memorable.

Whether you're looking to promote a new product, increase brand awareness, or drive traffic to your website, our digital billboard advertisement design assistance service can help you achieve your goals. Contact us today to learn more about how we can help you create stunning, effective digital billboard advertisements that get results!