

Fairview Town Center Community LED Sign Advertising



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Program Overview

The LED Sign at Fairview Town Center is a double-sided 13' x 26' pylon display that runs on a four minute loop. Each slide shows for approximately 8 seconds during that loop.

The LED Sign is located on the North side of the Fairview Town Center property (North of the Stacy Road interchange) and is visible to motorists travelling both direction on US 75.

The images used on the LED Sign are called slides and must be produced to very specific production specs to ensure compliance with TXDOT regulations as well as to ensure that they will show on the LED sign correctly.

Fairview Town Center offers the sign for community uses such as not for profit advertising, proposals, birthday wishes, etc. on a first come first served basis as available.

Approximately 260,000 cars pass the location on US 75 daily.

Slide Art & Messaging Specs

Messaging is critical for successful LED Sign slide. Remember, motorists are driving at approximately 70 mile per hour on US 75, so your message needs to be tailored to that environment. When developing your message, please remember that:

1. Each slide should include no more than 7 words.
2. Personal information such as phone numbers, addresses, email addresses or web sites may not be included.
3. Avoid large areas of white or other light/bright colors on your slide.
4. You must have the rights to use any images included on your slide.
5. Keep images on your slide simple and uncluttered. Very detailed, ornate or small images will be all but impossible to view for motorists.
6. You must leave a border of 8 pixels on all sides of your slide.
7. Logos for any for profit business including charity event sponsors are not permitted.

You should be able to decipher content at glance and read it in just a few seconds.



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Manufacturer Art Specs



Design Specifications | Creating optimum artwork for on-premise signs

Matrix of your sign (in pixels): 234 tall x 468 wide

Pixel pitch: ○ 10mm ○ 19mm
 ○ 12mm ○ 25mm
 ○ E-16mm ○ 35mm
 ○ 16mm

For artwork image quality, we recommend:

Multiply your sign's matrix by: 2

Artwork size will be (in pixels): 468 tall x 936 wide

A(n) 36 pixel character will be 1 foot tall.

Characters per line*: 94 Lines per frame*: 29

FILE FORMAT

- JPG, BMP or GIF for still image content at 100% quality; Use RGB color, not CMYK.
- Uncompressed AVI (no codecs) or WMV for animated/video content.
- Resolution: 72 dpi is adequate. Because message centers have a fixed pixel spread, DPI is technically irrelevant.
- Physical size of artwork is also a non-factor. Focus on the actual pixel dimensions (height and width) of the artwork.

KEEP IT SIMPLE

The first step to creating effective messages with your electronic sign is to keep the wording short and succinct.

- Avoid spelling out complete sentences. Don't use eight words when four will do.
- Stick with shorter, simple words to maximize quick comprehension by motorists.
- A single message idea will read quicker and more easily than trying to combine multiple offers.

KEEP IT BIG

Large text will allow motorists to see your message from a greater distance. If your text is too small, it will be too hard to read.

Your audience is then likely to disregard your messages entirely. Although capable of much smaller, we recommend a 12" character as a minimum.

KEEP IT CLEAN

Avoid using thin fonts as well as most script fonts. The strokes of each character are simply too thin to maintain legibility over long distances. Use thick, heavy fonts to maximize readability. The bold option is an excellent way to add weight to your wording.

BAD GOOD BEST
sans-serif

serif GOOD BEST
serif

KEEP IT COLORFUL

High color contrast is a key ingredient. Just like using large text, the right color combination can make your message readable from a much longer distance. Refer to the samples below for many of the best text color vs. background color combinations for your electronic sign.



*Based on the letter "I" and using the Watchfire font "Standard" at size 7.

Community Options

Not For Profit Charitable Organizations

- One slide that will run in the loop for one week (7 days).
- Your organization must be a legitimate 501c3 charitable organization to participate in the LED Sign community program.
- Slide content must be specific to an event, fundraising effort or program that benefits the charity.
- Logos of for profit businesses, including event sponsors, may not be included. If you would like to purchase slides that include for profit businesses such as event sponsors, full price advertising rates apply.
- Churches are not eligible for this program.

Cost: \$200.00 per week

Personal Use Options

Fairview Town Center will consider the following types of personal messages:

- Birthday/Anniversary Wishes
- Good Luck Messages
- Proposals (Marriage, Prom, Homecoming, etc.)
- Baby/Pregnancy Announcements
- Congratulations Messages (Graduation, Promotion, Etc.)

This kind of usage includes:

- One slide that will run in the loop for one day.

One slide is available for each calendar day of the year.

Cost: \$50

Program Requirements

- Art to specs is due at least five (5) business days prior to run date.
- There are no refunds or adjusted run dates for art that is not submitted on time or art that is not submitted in the correct format.
- Fairview Town Center has final approval over any and all art and content and has the right to refuse content at any time for any reason.
- Personal information may not be included on slides – this includes address, phone number, email, web sites, etc. for any individual. No exceptions.

Contact Wendy Ellis at wellis@lpc.com or 972-363-2215 with questions or to reserve space .



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