

**Fairview Town
Center
Off Premise
LED Sign
Advertising**



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CENTER

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.

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



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Slide Art & Messaging Specs

Messaging is critical for successful LED Sign advertising. Remember, motorists are driving at approximately 70 miles 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. Phone numbers should be avoided as they are all but impossible for motorists to remember.
3. Web sites should be simple and no "www" is required.
4. Avoid large areas of white or other light/bright colors 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 have the rights for any images you include on your slide.
7. You may not mention or include any business or the logo for any business other than your own.
8. Reversed logos (those appearing on a black or colored background) are preferred over traditional logos (those appearing on a white background).
9. You must leave a border of 8 pixels on all sides of your slide.

**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

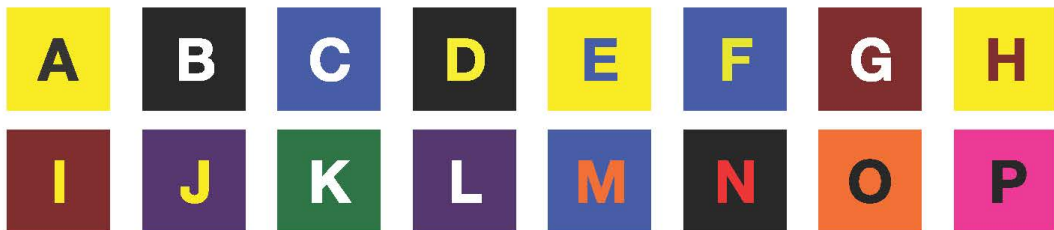
Avoid using thin fonts as well as most script fonts. The strokes of each character are simply too thin to maintain legibility over long distances. Use thick, heavy fonts to maximize readability. The bold option is an excellent way to add weight to your wording.

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.

Program Requirements

1. Advertisers that purchase long term flights must commit to changing their art at least once every four weeks. If new art is not submitted, slides that have run for four weeks will be removed. **Please remember that slides that run more than four weeks become largely “white noise” and are no longer effective.** You may rotate between a set of approved slides.
2. Each advertiser must have an advertising contract. We can not post slides until we have a signed contract and the required payment.
3. All slide artwork must be submitted in the correct format in accordance with the supplied art specifications.
4. All slide artwork must be received at least five (5) business days in advance of the run date.
5. Advertisers that purchase LED Sign advertising must be current on payments per the terms of the contract before advertising will be permitted to run.



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Program Costs

\$750.00 per week

\$1250.00 per two weeks

\$2,000 per month

\$10,000 per six months

\$18,000 per twelve months

- Art is due at least five (5) business days prior to run date.
- Maximum contract length is 12 months. For long term contracts (more than one month), the advertiser must provide new art at least every four weeks or at least five slides to be used in a rotation.
- 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.

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



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