

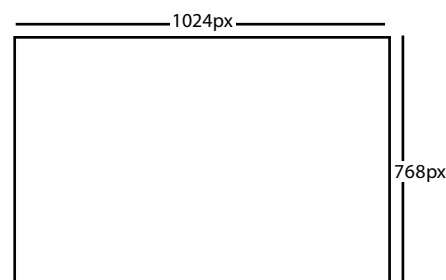
Artwork Directions for Digital Supermarket Screens

File Type: JPG

Dimensions: 1024 x 768 px

Aspect: Landscape

Email your artwork to ART@LOEX.COM.AU



Hints and Tips

Think Billboard, not Newspaper

You only have a limited time to gain attention and communicate effectively, perhaps five or ten seconds. Don't write too much. Keep your ad simple.

Who writes down a phone number?

If you are a business that wants phone calls, and your number is not simple or a free call number, you are better off directing viewers to a phone directory. e.g Find us in the YellowPages.

Proximity

If you are situated close to the supermarket. Let people know by mentioning "Just 1 min away"

Font Size and Style

Allow for poor eyesight and distance from screen. Carefully consider the clarity of your font.

Images

If you use images, make sure they are clear and convey your message well. Be sure to check copyright and ownership of the images too. We recommend local businesses include photos of themselves or their premises.

Please let us know if there's anything we can do for you.

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