



## 2018 LED AD GUIDELINES

Send completed artwork at the pixel count (resolution) of intended display portion.

- a. Completed assets should be provided at the pixel count of the intended display portion **(864x480pixels) in .JPEG format (72 dpi, rgb color mode)**
- b. Best practices for designing for an LED board:

- **The bigger and bolder the text/images the better. Small fonts can be harder to read on the LED board due to the far-distance viewing nature of LED boards.**
- The more contrast between the foreground and background the better.
- In general, **assets look better against a dark background as opposed to a white background.** Too much white on the screen can wash out the image and appear unpleasantly bright to viewers. Images with a dark background and light foreground will pop much better.

Examples of good LED assets:



### Videos:

All videos will play in a 16:9 ratio unless otherwise requested or specified. 16:9 videos should be provided at 1920x1080p, .mp4 at H.264 compression.

Please reach out to Kamil with any questions:

**Kamil Szalewicz**

Event Coordinator

Tel & Fax: 773.313.9157

[events@copernicuscenter.org](mailto:events@copernicuscenter.org)