

Coastal Media Inc.
Bakersfield Outdoor Advertising
www.CoastalMediaInc.com
805-772-1476

Billboard Artwork Guide

How to Design an Ad That Pops

Everything you need to know to prepare your artwork for Coastal Media billboards.



Welcome

Thanks for choosing Coastal Media! We're excited to help you make an impact on the road. Great billboard advertising is all about two things: **bold design** and **the right technical specs**. This guide walks you through exactly what's needed so your artwork looks sharp, clear, and ready to shine on our boards.

Artwork Requirements

To make sure your ad prints and displays at the highest quality, please follow these specifications:

- **Resolution:** Minimum 300 ppi (optimal 408 ppi).
- **Final (trim) size:** 48' x 14' (visible area).
- **Bleed size:** 49' x 15' (6-inch margin on all sides).
- **Mechanical sizes for scaling:** If the file is too large, scaled artwork is acceptable (e.g., 1" = 1' at 300 ppi).
- **Accepted file types:** Adobe Photoshop (.psd), Adobe Illustrator (.ai), high-resolution PDF, or TIFF.

Pro Tips for Maximum Impact

A billboard only has a few seconds to grab attention. Keep these best practices in mind:

- **Keep it short.** Aim for **7 words or less** for your main message.
- **Think contrast.** Light text on dark backgrounds (or vice versa) makes your ad easier to read.
- **Size matters.** Use **large, bold fonts** so drivers can read your message at a glance.
- **One clear call-to-action.** Don't overwhelm viewers — focus on one website, phone number, or tagline.

Billboard Artwork Checklist

Artwork Requirements

- Resolution: Minimum 300 ppi (optimal 408 ppi)
- Final (trim) size: 48' × 14' (live area)
- Bleed size: 49 x 15' (safety margin)
- Accepted file types: PSD, AI, PDF or TIFF

Pro Tips for Maximum Impact

- Keep it short: 7 words or less
- Think contrast: Light text on dark background (or vice versa)
- Size matters: Use large, bold fonts
- One clear call-to-action

Ready to Get Started?

Once your artwork is ready, send it to us and we'll take care of the rest.



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