

CHANGE  
THE WAY YOU  
ADVERTISE:

# GO DIGITAL

P H O E N I X



American Outdoor Advertising, an Arizona based outdoor media company is proud to offer the most eye catching LED digital displays in the Phoenix Metropolitan Market. Our twenty high profile 14'x48' digital displays are located on the most heavily traveled freeways in the state and have been strategically placed in areas where outdoor advertising has traditionally not been available.

Advertisers now have an opportunity to reach motorists on every major freeway in the Phoenix metropolitan area with the stunning imagery and impact of digital technology with the kind of day to day flexibility that outdoor media has not been able to provide in the past.

We offer flexible daily, weekly, and monthly programs to fit the needs of the advertiser. Each eight second spot is displayed continuously once every minute over a twenty-four hour period generating over 1440 spots per day. Your digital program can also be combined with American's static bulletins in the metropolitan area or rural Arizona.

With digital technology, advertisers have the flexibility to run multiple messages and change their copy as often as desired without incurring production charges.

American  Outdoor  
A D V E R T I S I N G

1702 E Highland Avenue, Suite 304  
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# American Outdoor

A D V E R T I S I N G

## Freeway Digital Displays Phoenix, Arizona



1 Loop 101 W/L Just N/O Glendale Ave.



2 I-10 S/L 1500' W/O 91st Ave.



3 I-10 S/L Just E/O 51st Ave.



4 I-17 W/L 500' South of Indian School Rd.



5 I-17 E/L Between Peoria & Cactus



6 I-10 S/L Just East of I-17



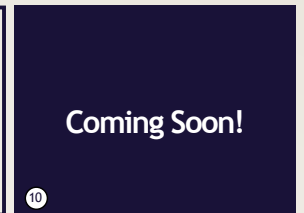
7 I-10 N/L 1000' East of 24th St.



8 I-10 E/L Between Elliot & Guadalupe



9 Loop 202 S/L Just West of Loop 101



10 Coming Soon!

AMERICAN  
OUTDOOR  
DIGITAL DISPLAYS:

# LOCATIONS



	LOCATION	DESCRIPTION	FACING	DEC
<b>1</b>	02-58N	Loop 101 W/L 100' North of Glendale Avenue	North	151.0
	02-58S	Loop 101 W/L 100' North of Glendale Avenue	South	151.0
	02-59N	Loop 101 W/L 1200' North of Glendale Avenue	North	151.0
	02-59S	Loop 101 W/L 1200' North of Glendale Avenue	South	151.0
<b>2</b>	02-61W	I-10 S/L 1500' W/O 91st Avenue	West	135.3
	02-61E	I-10 S/L 1500' W/O 91st Avenue	East	135.3
	02-62W	I-10 S/L 1200' West of 83rd Avenue	West	135.3
	02-62E	I-10 S/L 1200' West of 83rd Avenue	East	135.3
<b>3</b>	02-56E	I-10 S/L 1000' East of 51st Avenue	East	135.5
<b>4</b>	02-65S	I-17 W/L 500' South of Indian School Road	South	150.0
<b>5</b>	02-6S	I-17 E/L between Cactus and Peoria	South	150.0
<b>6</b>	02-71W	I-10 S/L Just east of I-17 (New Build)	West	211.8
<b>7</b>	02-69E	I-10 N/L 1000' east of 24th St (New Build)	East	211.8
<b>8</b>	02-68S	I-10 E/L 1000' S/O Guadalupe	South	125.0
	02-40N	I-10 E/L between Guadalupe and Elliot #1	North	125.0
	02-40S	I-10 E/L between Guadalupe and Elliot #1	South	125.0
	02-41N	I-10 E/L between Guadalupe and Elliot #2	North	125.0
	02-41S	I-10 E/L between Guadalupe and Elliot #2	South	125.0
<b>9</b>	01-3W	Loop 202 S/L just West of Loop 101 #1	West	139.4
	01-3E	Loop 202 S/L just West of Loop 101 #1	East	139.4
	01-4W	Loop 202 S/L just West of Loop 101 #2	West	139.4
	01-4E	Loop 202 S/L just West of Loop 101 #2	East	139.4

AMERICAN  
OUTDOOR  
DIGITAL DISPLAYS:

# FLEXIBILITY



# LED CREATIVE GUIDELINES

## SPECIFICATIONS:

14' x 48' LED Display  
MECHANICAL SPECS:  
200 x 704 pixels  
2.778" H x 9.778" W  
RGB / 72 DPI  
Format: **jpg**  
No bleed is necessary

Please email artwork to  
[creative@americanoutdoor.net](mailto:creative@americanoutdoor.net)

## Go **BOLD**

Be BOLD with your message. Content must be readable in a matter of seconds, so keep the copy short and simple, using as few words as possible.

- Use short, simple words for faster comprehension.
- Skip the script or highly decorative fonts and use simple, bold fonts (San Serifs work best).
- Utilize large font sizes and keep spacing loose. Messages are read at a distance so remember 50' reading distance per 1" of text height. 36 inch high letters can be read from 1,800 feet; 12 inch letters from 600 feet away.

## Color is Key

With LED technology, white is a mixture of color rather than an absence of color therefore, it has a tendency to look subdued. Instead, choose bold colors that catch the eye.

- High contrast equals better visibility.
- Subtle differences in color gradients may not display at desired level of detail.
- True white backgrounds will display an off white.
- Very pale colored backgrounds will wash out copy.

## Immediate Branding

Keep logos and branding large to ensure immediate brand identification. Graphic elements should be bold with a strong focal point. Busy photos typically do not work well.



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