

COMSTOR OUTDOOR

Static Billboard Artwork Specifications · comstoroutdoor.com · 937.842.5169 · Updated September 2026

SIX STATIC SIZES

FACE SIZE (H × W)	FORMAT	DESIGN AT (100% SCALE)	NOTES
6' × 12'	Junior Poster	72" × 144" — or any proportional reduction at 300 dpi	Our most affordable static option.
8' × 20'	Medium Bulletin	96" × 240" — or any proportional reduction at 300 dpi	Common on county and connector roads.
10' × 24'	Bulletin	120" × 288" — or any proportional reduction at 300 dpi	Standard COMSTOR bulletin for highway corridors.
13' × 12'	Double Junior Poster	156" × 144" — or any proportional reduction at 300 dpi	Both stacked junior-poster faces on one side, sold as a single tall unit.
17' × 20'	Double Bulletin	204" × 240" — or any proportional reduction at 300 dpi	Both stacked 8×20 faces combined on one side.
21' × 24'	Double Bulletin	252" × 288" — or any proportional reduction at 300 dpi	Both stacked 10×24 faces combined — our largest static canvas.

ACCEPTED FILE TYPES

TYPE	FORMAT	REQUIREMENTS
.jpg	Flattened raster	Rasterized at 300 dpi @ 100% scale. Safest format — fonts stay locked, file stays small.
.pdf	PDF	Universal vector + raster container. Embed all fonts before exporting.
.psd	Photoshop	Rasterized at 300 dpi @ 100% scale (or proportional reduction).
.tif	TIFF	Rasterized at 300 dpi @ 100% scale. High quality, large files.
.ai	Adobe Illustrator	Preferred for typography-heavy designs and logos.
.eps	Encapsulated PostScript	Vector logos — convert text to outlines before submitting.

DESIGN RULES OF THUMB

- Maximum 7 words — drivers get about six seconds at 55 mph.
- High contrast: dark on light or light on dark; avoid same-luminance color pairs.
- Bold, geometric sans-serif fonts — script and thin faces blur at distance.
- Bleed backgrounds 2" past trim on all sides.
- One call to action: phone, web, exit number, or address.

Design is included with every billboard contract. Email artwork or raw assets to your sales rep — our in-house team handles layout, scaling, and proofing at no extra cost.