

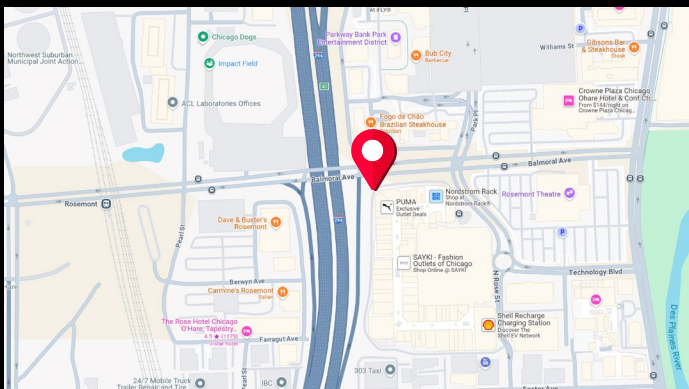
DIGITAL WALL CHI-1700

GEOPATH ID: TBD

📍 Located off I-294
& Balmoral Avenue

Exterior spectacular high resolution landscape digital display at Chicago Fashion Outlets, located off I-294 and Balmoral Avenue, one half mile west of O'Hare International Airport.

Size: 20'H x 60'W	Weekly IMPs: TBD	Facing: North
Latitude: 41.97636470	Longitude: -87.868281512	Read: Left-hand



📞 DC Office: 202.337.1839

✉️ chris@capitoloutdoor.com

🌐 CapitolOutdoor.com



DIGITAL
WALL

CHI-1700



Location: Chicago Fashion Outlets | Area: Chicago | Substrate: Digital



DIGITAL
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CHI-1700



Location: Chicago Fashion Outlets | Area: Chicago | Substrate: Digital

Art/Production Guidelines



SIZE & PRODUCTION

20 feet tall by 60 feet wide. Single-sided landscape digital display.

- :15 spot on a 3-minute loop

PIXEL SIZE: 288 px tall x 900 px wide

RESOLUTION: Optimized very high quality at 72 dpi

FORMAT: JPG or PNG

COLOR MODE: RGB **COLOR DEPTH:** 8-bit RGB

TERM



SHIPPING

John@capitoloutdoor.com



3286 M Street, NW 3rd Floor, Washington, DC 20007



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chris@capitoloutdoor.com



CapitolOutdoor.com

Location: Chicago Fashion Outlets | **Area:** Chicago | **Substrate:** Digital

Digital Specs

OVERVIEW

- Single-sided landscape digital display
- Static media content capable

DIMENSIONS

- Landscape format
- Physical dimensions: 20' tall x 60' wide
- Pixel resolution: 288 px tall x 900 px wide

FILE TYPES

- Static image: JPG, PNG

TIPS

- Use of landscape SD or HD footage allows for no resolution loss and brings a unique focus to animated and artistic content
- Dark, richer colors and strong tonal contrast work best
- Avoid text heavy layouts, full bleed imagery works best — 80% imagery and 20% copy

FILE DELIVERY

- Files must be submitted at least ten (business days prior to advertising placement start date.

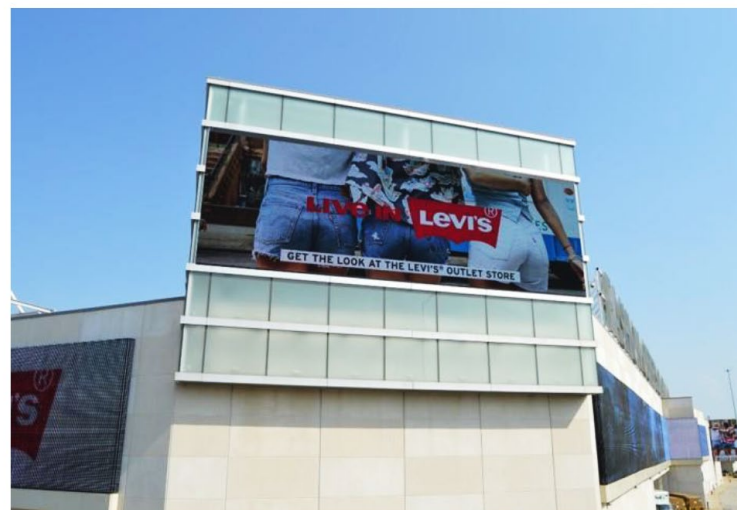
Final File Specs

1 FORMAT

- IMAGE: JPG or PNG, RGB 8-bit, optimized very high quality at 72 dpi

2 DIMENSIONS (H x W)

- 288 px (H) x 900 px (W)



High resolution digital display located off I-294 and Balmoral Avenue, one half mile west of O'Hare International Airport.