

# Creating Successful Billboard Ads

## CONTRAST

- No lights on mediums
- No mediums on darks
- No mediums on lights
- No darks on mediums

*Certain Exceptions Apply  
(Yellow on red or blue,  
red on black, etc.)*



## IMAGE

- Not busy - Easy to see
- Adjust brightness if needed
- Adjust saturation if needed

## HEADLINE

- 7 words or less
- Large bold type
- Easy to read



## CONTACT INFO

- Street name only
- No area codes
- No www
- Caps: (BobsTire.com)
- 1-2 items max

We've come up with these simple guidelines to help you create an effective ad. It's our goal to help your business grow – feel free to contact us if you have any questions or would like to adjust your ad campaign!" 931-528-8100 • [info@rolandadvertising.com](mailto:info@rolandadvertising.com)