



## Northglenn Digital Advertising Billboard Signage (DABS) Program

### PROGRAM OVERVIEW & GUIDELINES

As part of a partnership agreement with the City of Northglenn, Mile High Outdoor (MHO) will be offering advertising opportunities on its digital billboard on the west side of I-25, just south of 104<sup>th</sup> to eligible Northglenn businesses on a monthly basis. This is a start-up program and details of how this program is operated are subject to change, including but not limited to the cost of participation.

Six (6) advertising spots are available monthly to qualified Northglenn businesses. Each spot is displayed for 8 seconds, approximately every other minute - a total of roughly 600 spots distributed evenly per 24 hours per business. Each month new businesses will be featured.

The cost of the program is **\$200** for the first month and **\$450** per month for subsequent months, should space be available. The link to the application and information packet can be downloaded here: [www.northglenn.org/files/Mile%20High%20Business%20Sign%20Program%20Packet.pdf](http://www.northglenn.org/files/Mile%20High%20Business%20Sign%20Program%20Packet.pdf).

Priority of businesses displayed each month will be on a **first-come, first-serve basis**, and only a complete application, approved graphics, and payment will hold a place in line to be activated.

To participate, a business must submit a completed application (**Attachment A – Application**), payment, and approved artwork (**see Attachment C – LED Creative Guidelines**) to be scheduled or activated on the sign.

If you have questions, please refer to the FAQ document (**Attachment B – FAQ's**) or email your questions contact Shannon Fields at [sfields@northglenn.org](mailto:sfields@northglenn.org) and reference the Northglenn Digital Advertising Billboard Signage Program.

The program overview and guidelines are listed below:

1. Only licensed Northglenn-based businesses in good standing with the city and state are eligible.
2. Six (6) Northglenn businesses can be advertised monthly.
3. Selection and priority of businesses displayed each month is based on a **first-come, first-serve** basis, and is dependent upon receiving all the required documentation, payment and approved graphics.
4. The six (6) featured Northglenn businesses will change every month, on the first of the month.
5. Each spot is displayed for eight (8) seconds, approximately every other minute - a total of roughly 600 spots distributed evenly per 24 hours per business.
6. The business must submit a completed application (**Attachment A**). The link to the application can be downloaded here: [www.northglenn.org/files/Mile%20High%20Business%20Sign%20Program%20Packet.pdf](http://www.northglenn.org/files/Mile%20High%20Business%20Sign%20Program%20Packet.pdf).

7. Businesses are responsible for providing artwork that meets the Graphic Design requirements prior to being approved for advertising on the sign. (**Attachment C**)
8. Only **one** design per business per month is allowed and content must be static – not animated. Multiple messaging, complex content or other dynamic content is not allowed.
9. The cost of the program is \$200 for the first month and \$450 per month thereafter. A check payable to the **City of Northglenn** must accompany the application to be considered.
10. A complete application, graphics and a \$450 check payable to the **City of Northglenn** should be mailed or delivered to:

**City of Northglenn**  
**Economic Development**  
**11701 Community Center Drive**  
**Northglenn, CO 80233**

11. Artwork can be emailed (jpeg or pdf files) to [mhodigital@milehighoutdoor.com](mailto:mhodigital@milehighoutdoor.com) or included on a flash drive along with your packet.
12. Businesses will be featured on the sign based on position in the queue.  
If a business wants a more custom program or extended period of time, they should contact MHO directly to discuss advertising opportunities.

Since this is start-up program, the only one like it in the state, details of how this program is operated are subject to change, including but not limited to the cost of participation.

For more information see the FAQ information sheet (**Attachment B**) about the program. If a Northglenn business wants to see if they qualify for the program or have questions about signage or graphics contact Shannon Fields at [sfields@northglenn.org](mailto:sfields@northglenn.org) or call 303-450-8938.



ATTACHMENT A

## Northglenn Digital Advertising Billboard Signage (DABS) Program

### Application

First Name:

Last Name:

Job Title:

Company:

Northglenn Business License #:

Address:

Phone Number:

E-mail:

Application checklist:

Completed artwork per attached LED Creative Guidelines on a flash drive  
or e-mailed separately to [mhodigital@milehighoutdoor.com](mailto:mhodigital@milehighoutdoor.com).

PAYMENT: Enclosed with the check payable to the [City of Northglenn](#) for \$200.00  
or \$450.00.

Signature \_\_\_\_\_

Date \_\_\_\_\_

Please send your completed application package and check to:

City of Northglenn  
Economic Development  
11701 Community Center  
Drive Northglenn, CO 80233



## ATTACHMENT B

# Northglenn Digital Advertising Billboard Signage (DABS) Program

## FAQ'S INFORMATION SHEET

### Q1. Why is this program exclusive to Northglenn businesses only?

A. As part of a partnership agreement with the City of Northglenn, Mile High Outdoor (MHO) is offering advertising opportunities on its digital billboard to eligible Northglenn businesses on a **monthly** basis.

### Q2. How much does it cost for a Northglenn businesses to advertise on the electronic billboard for one (1) month?

A. \$200 for the 1st month and \$450 for any subsequent month.

### Q3. How many Northglenn businesses can advertise on the billboard?

A. (6) Monthly or (72) Businesses Annually.

### Q4. How are businesses selected to be on the billboard?

A. Selection and priority of businesses displayed each month is based on a **first-come first-serve** basis, and is dependent upon receiving all the required documentation, payment and approved graphics.

### Q5. How much time does each Northglenn business get per slide?

A. Each business has an eight (8) second slot that will appear approximately every two (2) minutes.

### Q6. How many times will my ad be viewed?

A. Your ad will be displayed approximately 600 times per day, on an 8-second spot for **one** calendar month.

### Q7. When does my advertisement start and end?

A. The advertisement will start on the **first** or the month, and end the **last** day of the month?

### Q8. Can I request which month I want my advertisement to appear, and which side it is displayed on (north or south facing signage)?

A. No. Business will be featured on the sign based on position in the queue.

### Q9. How do I apply to be on the sign?

A. Complete an application (Attachment C) or a full packet can be downloaded at: [www.northglenn.org/files/Mile%20High%20Business%20Sign%20Program%20Packet.pdf](http://www.northglenn.org/files/Mile%20High%20Business%20Sign%20Program%20Packet.pdf). Please ensure that you have enclosed a check for \$200 or \$450 and the graphics with your application.

**Q10. Who do I contact if I have questions about my application, specific requirements on graphics, or timing of the advertisement?**

A. The City of Northglenn Economic Development Department is the administrator of the sign program. If you have specific questions about the signage, graphics, or timing of the advertisement contact Shannon Fields at 303-450-8938.

**Q11. Can I create my own artwork?**

A. Yes. Please see Attachment E – LED Creative Guidelines for the correct dimensions and setup instructions.

**Q12. Is there a graphic designer I can use and what does it cost?**

A. Yes, MHO has a graphic designer who you can work with you for \$75 per hour. You can also contact a graphic designer of your choice.

**QA13. What form of payment do you accept?**

A. Checks preferred – Payable to the **City of Northglenn**. Payment needs to be **mailed** directly to the City of Northglenn, along with your complete application. Artwork should be emailed directly to MHO at **mhodigital@milehighoutdoor.com**.

**Q14. When is my payment and artwork due?**

A. Payment and artwork are due at the time the application is submitted. Applications will not be processed without the approved artwork and payment.

**Q15. Where do I send my application, artwork and check?**

A. Send completed artwork, check and application to:

**City of Northglenn  
Economic Development  
11701 Community Center  
Drive Northglenn, CO 80233**

**Q16. What type of file do you want for my artwork?**

A. Electronic JPEG or PDF files only. You can email the files to **mhodigital@milehighoutdoor.com** or include a flash drive along with the completed packet.

**Q17. How do I know if my application has been processed and approved, and when my ad will run?**

A. The City of Northglenn will contact you via email to let you know if your application has been approved and MHO will send a Proof-of-Performance (POP) once your ad is running.

**Q18. What if I can't understand how to set up the art after reading the LED creative guidelines?**

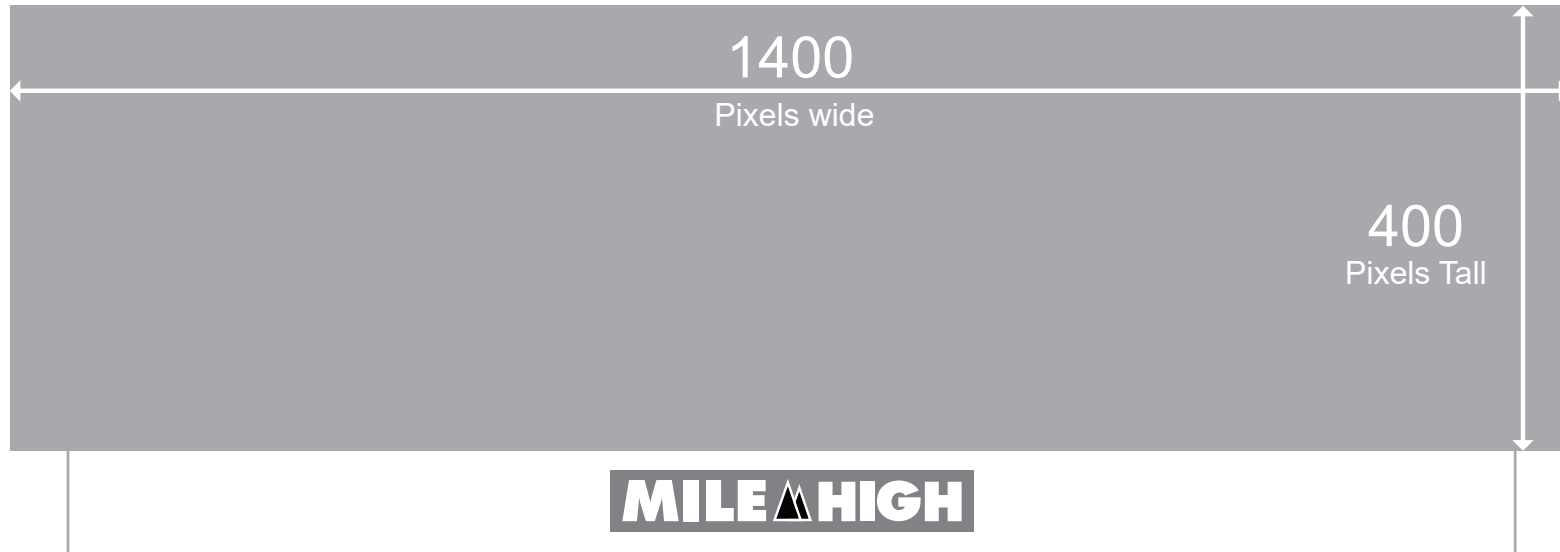
A. It's probably best to hire a graphic designer. You can contact MHO to work directly with their graphic designer at a fee, or use a graphic designer of your choice.

**Q19. How many creative executions can I use during my one-month advertising program?**

A. One. If you want a more dynamic campaign, contact a sales representative at MHO directly or submit a request to **sales@milehighoutdoor.com**.

**Q20. What does it mean that this is a start-up program, and how could it impact my advertising opportunities?**

A. This is a start-up program, and details of how this program is operated are subject to change, including but not limited to the cost of participation. The program will be reviewed on an annual basis to evaluate the effectiveness, administration and program costs.



## DIMENSIONS / RESOLUTION

400 pixels Tall by 1400 pixels wide at 72 ppi.

## COLOR

Create in or convert to RGB color mode.  
Rich, dark, bold background colors work best.  
Use good contrast to magnify legibility.

## FILE FORMAT

Save all artwork as a .JPG/JPEG File.

## AD COPY

Large, bold, simple fonts work best.  
Maximise your ads impact by keeping  
it direct and pertinent.

# DIGITAL DESIGN DO'S & DON'TS

## SIMPLE IS BETTER

Fewer elements, larger elements and simple arrangements work best to fully showcase work.

## Typography

Avoid using thin fonts as well as most script fonts. The strokes of each character are simply too thin to maintain legibility over long distances. Use thick heavy fonts to maximize readability. The bold option is a great way to add weight to your wording.

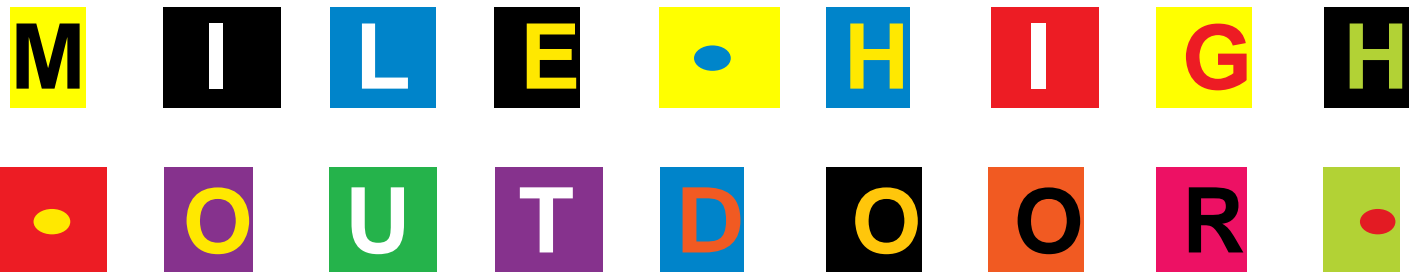
**BAD GOOD BEST**

## BRIGHTER IS BETTER

Keep your colors fully saturated and create strong contrasts to create eye-popping designs.

Try to avoid white backgrounds. Black on the other hand is a fantastic canvas for your design. Avoid faded overlays or gradient color for backgrounds.

## Color Combinations we recommend:



[www.milehighoutdoor.com](http://www.milehighoutdoor.com)

9250 E. Costilla Ave. • Suite #120 • Greenwood Village, CO 80112 • Phone 303.783.4800 • Fax 303.783.4801



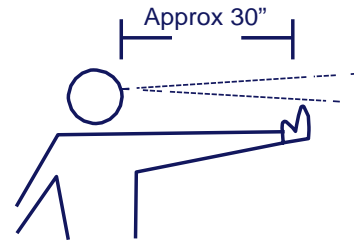
# DISTANCE LEGIBILITY GUIDE

## WILL YOUR DESIGN BE LEGIBLE ONCE IT IS ACTUALLY OUTDOORS?

To simulate how your design will appear at various distances, just use this guide. This will help you evaluate the legibility of your illustrations and size of your brand or logo.

### HOW TO USE

Tape your artwork to a wall. Select the distance you want to check (e.g. 700') then hold the guide at an arms length and move away until the appropriate aperture frames the design on the wall.



14' x 48' bulletin



300'



500'



700'



[www.milehighoutdoor.com](http://www.milehighoutdoor.com)

9250 E. Costilla Ave. • Suite #120 • Greenwood Village, CO 80112 • Phone 303.783.4800 • Fax 303.783.4801