

BILLBOARD READABILITY TEST

14'x48'

10'6"x36'

12'x24'

POSTER

Paste your billboard ad into one of the sizes above. Print this sheet at 100% scale. As a size reference, the 14x48 should be just under 6" wide. Tape the sheet to a wall and take 3 full steps backwards. This simulates a viewing distance of roughly 1000'.

