

# ADVIEW<sup>SM</sup> OUTDOOR VISIBILITY GUIDE

## BULLETIN



10'6" h X 36' w from 500ft.



20' h X 60' w from 850ft.

The AdView guide is used to pre-test outdoor advertising designs at simulated viewing distances. Pre-testing the legibility of outdoor artwork, before production begins, can help advertisers avoid costly design mistakes.



## HOW TO USE THE GUIDE

The correct distance for viewing outdoor artwork can be determined by using the AdView guide. Simply tape the artwork to a wall, project it as a slide or view it on a computer screen.

1. Hold the guide at arm's length, facing the artwork.
2. Look through the appropriate aperture for testing.
3. Move forward and backward until the guide opening exactly frames the artwork. This is the proper viewing distance.

The simulated distance for viewing a standard 14'h x 48'w bulletin is 500 feet and a 20'h x 60'w bulletin is 850 feet. The distance for testing a 30-sheet poster or vinyl wrapped poster is 300 feet. An 8-sheet poster is viewed at 150 feet and the simulated distance for a transit shelter panel is 75 feet.

**Consider these important outdoor design guidelines when using the AdView guide:**

- Are the fonts easy to read?
- Is the letter size large enough?
- Does the spacing between the letters, words and lines aid legibility?
- Do the colors properly convey a high contrast of value and hue?

## 30-SHEET AND VINYL WRAPPED POSTER



10'5" h X 22' 8" w from 300ft.

## Transit Kiosk



68.5" h X 48" w from 75 ft.

## Transit Bench



24" h X 72" w from 75ft.