



Billboard Viewer

Using This Billboard Viewer

This billboard viewer can be used to pre-test outdoor advertising designs at simulated viewing distances and helps the campaign be as effective as possible.

Bulletin



Cut out blue area

14' x 48' Billboard from 500'

Bulletin 30 Sheet Poster



Cut out blue area

12' x 25' Billboard from 300'

Junior Bulletin 8 Sheet Poster



Cut out blue area

5' x 11' Billboard from 150'

How To Use The Viewer

- Print out this viewer on thicker paper, and cut out the blue areas with a pen knife.
- Next, tape the artwork to wall or view it on a computer screen.
- Hold the viewer out at arm's length.
- Look through the appropriate opening for the size you are testing
- Move forward or backward until the opening exactly frames the artwork, which simulates the proper viewing distance.

Considerations

Are the fonts easy to read?

Is the letter size large enough?

Does the spacing of the elements aid easy reading?

Do the colors have proper contrast and hue coordination?

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Independent Billboard Operators