

## *Guidelines for an Effective Billboard*

### **Timeline**

- **FOUR – FIVE WEEKS AHEAD OF EVENT:**
  - Inform Public Relations and Marketing Office that you want to run a billboard. Call: 271-5649.
  - Meet with Campus Printing and Design Services (CPDS) to determine design. CPDS begins design process. Please see Design Guidelines below.
  - Allow more time for design if several people have to approve the billboard.
- **THREE – FOUR WEEKS AHEAD OF EVENT:** CPDS sends approved design to Public Relations and Marketing Office (PRMO) 207 Spratt Hall.
- **THREE WEEKS AHEAD OF EVENT:** Billboard and schedule is sent to the billboard company.
- **TWO WEEKS AHEAD OF EVENT:** Billboard is on display.

### **Design Guidelines**

- No more than 10-12 words
- No more than four lines of copy
- Copy font size should be 15-18 inches (scaled)
- Consider colors and color contrast for maximum impact.
- Graphics should be simple and still recognized as Missouri Western.
- Western's Discover Gold logo will be on every billboard.
- If possible, "Missouri Western State University" will be on the billboard.

### **Notes**

- PRMO determines what will be advertised on the billboard and the advertising schedule.
- PRMO has final approval of all billboards before they are displayed.
- Billboard design and advertising costs are paid by PRMO.