



City of Arts & Innovation

Instructions for Creating Slides for the Electronic Signs

All slides must be approved by the City of Riverside.

Content:

Please keep verbiage to a minimum. In normal traffic, motorists will have only a few seconds to see the slide. The University Village sign has quite a few businesses advertising on it so the slide will not appear as often as it will on the Marketplace sign, which is for community events only.

Slide must include name of event (a logo is okay as long as it's easy to read), date and time, and a contact web site or phone number for more information. Normally, we do not include the location. If the event takes place more than one day it's okay to put just the dates and leave off the time for space. Okay to abbreviate month names.

University Village sign:

Image size 336 pixels wide x 144 pixels high
Resolution no higher than 130 (smaller is okay)
Full color, RGB only
Photoshop jpeg only

Marketplace sign:

Image size 264 pixels wide x 136 pixels high Resolution no higher than 130 (smaller is okay)
Full color, RGB only
Photoshop jpeg only

Auto Center sign:

Image size 448 pixels wide x 320 pixels high
Minimum 300 dpi resolution
Photoshop jpeg only

Please submit your finished jpegs for approval to
Kaitlin Bilhartz
City of Riverside
kbilhartz@riversideca.gov
(951) 826-5608