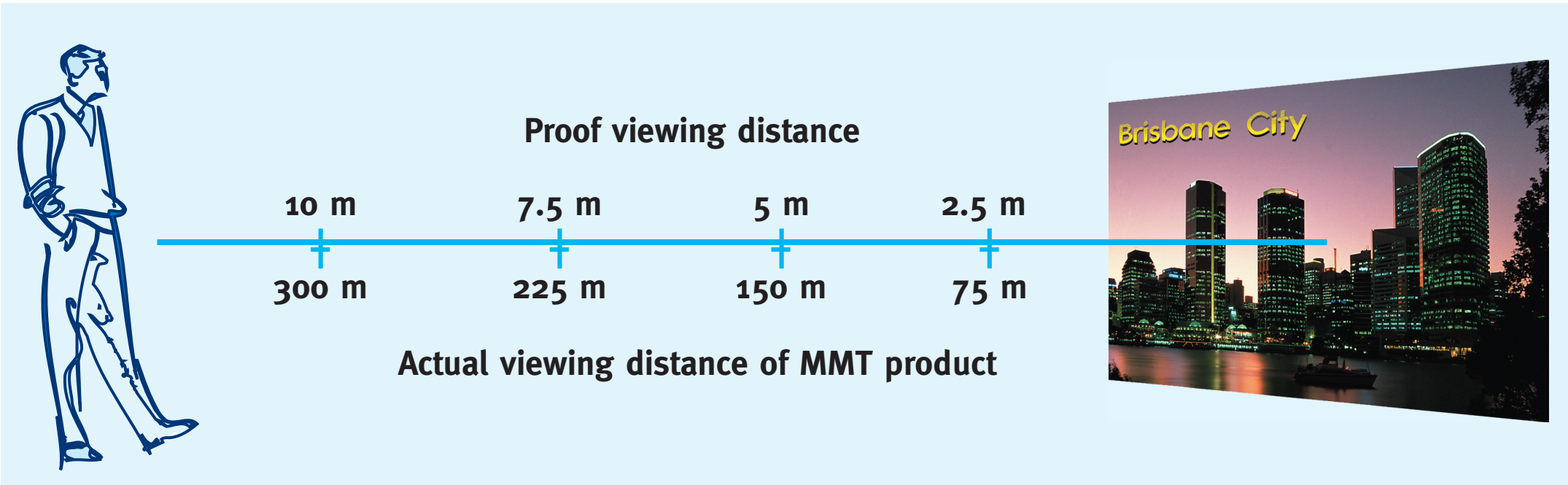


Creative Evaluation for Image Impact – Drum

This scale is to help evaluate how the design will appear on site.
Use this method to check the legibility of copy, illustrations and/or branding.



The evaluation chart is based on the proof or artwork being 3.28% of actual billboard size (eg a 6m x 3m billboard will scale to a 197mm x 98mm proof) .

Outdoor billboards and trailer curtains vary in size and proportion.
Please don't hesitate to call your nearest MMT office for any guidance.