

Cincinnati, Ohio | November 13, 2007

After running a tribute to our troops from last Saturday through Monday of this week, we have donated a “playlist” on our digital network to help Joe Nuxhall get voted into the Baseball Hall of Fame.

This morning, we caught wind of the efforts, spearheaded by Butler County Commissioner Greg Jolivette, to urge people to vote for Joe Nuxhall for the Ford C. Frick Award for “major contributions to baseball.” As a family of lifelong Reds fans, we agree that no person in baseball is more deserving of this award than the “Ol’ Lefthander,” so we contacted Mr. Jolivette to tell him that we would be willing to donate space, and design time, on our digital network. Needless to say, Mr. Jolivette was thrilled at this prospect, so we proceeded to create 2 designs, which we had running on the network shortly after noon.

The NortonHD Outdoor Network consists of (4) 14’ X 48’ LED displays, which are networked together to run advertising and/or public service content simultaneously. There are 6 different advertisers at any given time. These advertisers may populate their “playlist” with multiple designs, scheduled to run either in rotation, or at specified times of a given day, week, month, etc. The designs in an advertiser’s playlist may be changed within minutes.

Vote for Joe!



Norton **HD** Network Locations

- I-75 North of Ludlow Viaduct, facing South
From Northern Kentucky and downtown Cincinnati en route to Norwood Lateral or the northern suburbs. *I-75 is the most heavily traveled highway in the Greater Cincinnati area.*
24 Hour D.E.C. 106,792 **Adjusted D.E.C.*** 35,597
- I-75 North of Ludlow Viaduct, facing North
Long, unobstructed approach to southbound travelers en route to downtown Cincinnati and Northern Kentucky. *I-75 is the most heavily traveled highway in the Greater Cincinnati area.*
24 Hour D.E.C. 106,792 **Adjusted D.E.C.*** 35,597
- I-71 North of Florence Avenue, facing South
Outbound traffic from downtown Cincinnati toward the affluent neighborhoods of Montgomery, Kenwood, Blue Ash, Indian Hill and Hyde Park.
24 Hour D.E.C. 99,030 **Adjusted D.E.C.*** 49,515
- I-275 East of Mosteller Road, facing West
Offers long read to eastbound motorists en route from I-75 or the North and Northwest suburbs to the Northeast suburbs and I-71, *among the most heavily traveled sections of roadway in the Tri-State area.*
24 Hour D.E.C. 87,596 **Adjusted D.E.C.*** 43,798



* Adjusted D.E.C. (Daily Effective Circulation) indicates that at least two (2) advertising spots may be viewed during each approach to a NortonHD display.

Designing for Digital

Designing for digital is a lot like designing for traditional outdoor: simplicity is the key!

1 First, keep your message to seven words or less, using BOLD, SIMPLE fonts with both UPPER and lowercase letters. Keep in mind that bold colors and high contrast equals better visibility, however, white backgrounds will appear “muddy” and less brilliant - white in digital is the combination of all colors rather than the absence of color.

2 Second, when choosing colors, remember that mid-range RGB colors look best.

3 Third, keep in mind the font sizes: there is a 50 foot reading distance per 1” of text height (i.e. 36” letters will be readable at 1,800 feet, 12” letters will be readable at 600 feet).

FILE SETUP

704 pixels wide x 200 pixels high, 72dpi, RGB color
Save as .JPG, .BMP, .PNG, or .PDF



Questions about design?
Contact Rebecca Russ
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Vote For Nuxhall Baseball Hall Of Fame Billboard

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Last Update: 11/14 8:33 pm



Reds announcer, Joe Nuxhall, is continuing to battle pneumonia in a Fairfield hospital as fans of the Reds go to bat for him at the Baseball Hall of Fame.

Norton Advertising digital billboards are asking people to vote for Joe as a finalist for the Hall of Fame's Ford C. Frick Award.

The honor is given to those who have made a major contribution to baseball.

Norton's donated the advertising space.

"We're a family of lifelong Reds fans and thereby Marty and Joe fans. This was a great way for us to give back to the man who has given so much to our community," says Vice President of Norton Outdoor Advertising, Mike Norton.

Related Links

- ◆ [Vote For Joe Baseball Hall of Fame](#)
- ◆ [Rally To Get Joe Nuxhall In Broadcast Hall of Fame](#)

You have until November 30 to cast your vote for Joe.

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www.TeamFTS.com

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www.crossculturalsolutions.org

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