

Community MESSAGING BOARD

The Ridgecrest Chamber of Commerce is excited to provide a state-of-the-art digital LED messaging board for our community on the corner of Bowman Rd and China Lake Blvd. The Ridgecrest Message Board has limited space for community messages and advertisers, ensuring your message will always get noticed! We offer digital, full color graphics on a large, 5'x 11' electric sign, that is sure to make an impression.

Our ad packages are structured on a monthly basis. All advertising message slots are scheduled with a 6 second hold on a 120 second rotation. Single slot advertising messages are shown 30 times per hour and 720 times every 24 hours.

Paid Messages

Once an advertising contract is signed, the turnaround time for getting your ads on the Ridgecrest Message Board is 5 business days – with rush options available to get an ad up and running within two business days. Submit a completed ad to us (**198wide x 90tall px as .png, .jpg, .mp4 at 6 sec**) or for an additional fee we can create your ad for you. Submitted ads are subject to Chamber approval and may be sent back for changes or modifications. You may submit a completed ad or the Chamber can assist you for an Option Design Fee of \$100.

Community Messages

Community Messages include free community events and public service announcements. To be eligible for the free community messages, your community event **MUST** first be placed on www.ridgecrestevents.com. Space is limited. You may submit a completed ad or the Chamber can assist you for an Optional Design Fee of \$100.

Graphic Size & Formats

Billboard Ads are different than print & social media and must be simplified for vehicles to read as they drive by. Submitted graphics must be provided in these dimensions: **198wide x 90tall pixels**

Graphics may be submitted in the following formats: .png, .jpg, and .mp4 at 6 seconds.

Note: These dimensions are VERY small. This is due to the spacing of the lights which make up the sign. Your ad will likely look small and blurry on your computer but will look great on the sign! For more information, click on the Sign Design Guide tab on our website: ridgecrestchamber.com/sign

