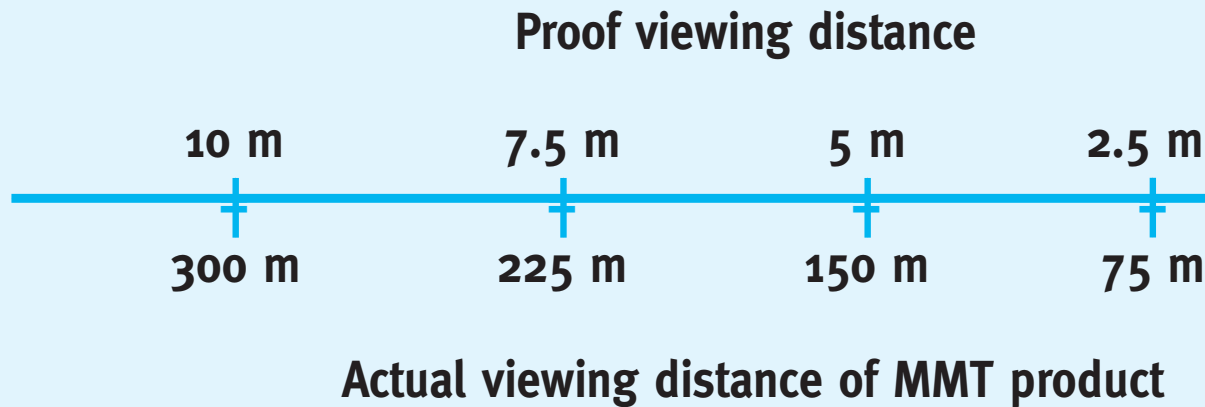
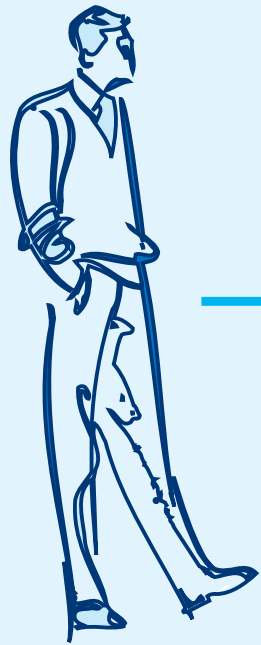




# Creative Evaluation for Image Impact - MMT Drum

This chart 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.  
ie: a 6m x 3m billboard will scale to a 197mm x 98mm proof

Outdoor creative will vary in size and production, please call your nearest MMT office for any guidance.