20/20 MEDIA

CREATE YOUR BUS BENCH AD WITH CHATGPT

FINISHED SIZE	LIVE / SAFE AREA	VIEWING SPEED
72" W x 24" H	69" W x 21" H	Approx. 10-55 MPH

THE MOST IMPORTANT RULE

Keep every important element completely inside the hashmarked 69" x 21" live area. That includes your business name, logo, headline, phone number, website, offer, faces and important graphics. Only background color or nonessential background imagery should extend outside the hashmarks.

DESIGN FOR A MOVING AUDIENCE

This is outdoor advertising - not a flyer, brochure or social-media post. Drivers and passengers may see the bench while traveling from about **10 to 55 MPH**, so they may have only a few seconds to understand it. Think **BIG. SIMPLE. EASY TO READ.**

SIMPLE LAYOUT THAT WORKS
LEFT: Logo / business name or one strong photo **CENTER:** One large headline or main message **RIGHT/BOTTOM:** Large phone number or short website
Keep supporting copy to one short line when possible. Avoid paragraphs, long service lists, small print, busy backgrounds and too many competing messages.

COPY & PASTE THIS PROMPT INTO CHATGPT

I need you to create a professional **outdoor bus bench advertisement** for my business. I am attaching the 20/20 Media Artwork Design Form. Use it as the required sizing and placement guide.

The complete ad is **72 inches wide x 24 inches high**. The hashmarked/dashed rectangle is the **LIVE / SAFE AREA: 69 inches wide x 21 inches high**. **EVERYTHING IMPORTANT MUST STAY COMPLETELY INSIDE THESE HASHMARKS**, including the business name, logo, headline, offer, phone number, website, address, QR code, people/faces and important graphics. Background color or nonessential background imagery may extend to the full 72" x 24" area.

This ad will be seen by people in moving vehicles traveling approximately **10-55 MPH**. They may have only a few seconds to see it. Do not design it like a flyer, brochure, business card or social-media post. Use large bold lettering, strong contrast, short wording, one clear main message, a prominent business name/logo, and a large easy-to-read phone number or short website. Avoid paragraphs, small lettering, long lists, busy backgrounds and too many messages.

A passing viewer should quickly understand: **Who is advertising? What do they offer? What should I remember or do next?**

Business name: [TYPE HERE] **What we do:** [TYPE HERE]
Main message/offer: [TYPE HERE]
Phone: [TYPE HERE] **Website:** [TYPE HERE]
Preferred colors: [TYPE HERE] **Other required information:** [TYPE HERE]

I will also attach my logo and any photographs I want considered. Create the ad in a **wide 3:1 horizontal format**. Before creating the final design, check that every important word, number, logo, face and graphic is safely inside the 69" x 21" hashmarked live area. **Readability from a moving vehicle is more important than extra information or decoration.**

20/20 MEDIA TIP: Don't try to say everything about your business on the bench. The goal is to get noticed and remembered. If someone traveling 55 MPH cannot understand the main message in a few seconds, simplify it.