20/20 MEDIA

CREATE YOUR BUS SHELTER AD WITH CHATGPT

FINISHED SIZE	LIVE / SAFE AREA	VIEWING SPEED
47" W x 68.5" H	46" W x 67" H	Approx. 10-55 MPH

THE MOST IMPORTANT RULE

Keep every important element completely inside the dashed 46" x 67" live area. This includes the business name, logo, headline, phone number, website, offer, faces, products and important graphics. Only background color or nonessential background imagery should extend outside the dashed area.

DESIGN FOR A MOVING AUDIENCE

This is outdoor advertising - not a flyer, brochure or social-media post. Drivers and passengers may see the shelter 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.**

AI DESIGN RULES
DO: Use one strong headline, large bold type, strong contrast, one clear visual, a prominent logo/business name, a large phone number or short website, and plenty of open space.
AVOID: Paragraphs, long service lists, small lettering, too many photos, busy backgrounds, fine print and several competing messages.
A passing viewer should quickly understand: **WHO IS ADVERTISING? WHAT DO THEY OFFER? WHAT SHOULD I REMEMBER OR DO NEXT?**

COPY & PASTE THIS PROMPT INTO CHATGPT

I need you to create a professional **vertical outdoor bus shelter 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 **47 inches wide x 68.5 inches high**. The dashed/hashmarked rectangle is the **LIVE / SAFE AREA: 46 inches wide x 67 inches high**. **EVERYTHING IMPORTANT MUST STAY COMPLETELY INSIDE THIS DASHED AREA**, including the business name, logo, headline, offer, phone number, website, address, QR code, people/faces, products and important graphics. Background color or nonessential background imagery may extend to the full 47" x 68.5" panel.

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, one strong visual when appropriate, 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 advertisement in a **vertical 47" x 68.5" format**. Before creating the final design, check that every important word, number, logo, face, product and graphic is safely inside the **46" x 67" dashed 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 shelter. The goal is to get noticed and remembered. If someone traveling 55 MPH cannot understand the main message in a few seconds, simplify it.