

*Below is the estimated max viewing distance for a letter height displayed on a banner.*

| <b>Viewing Distance</b> | <b>Recommended Letter Height</b> |
|-------------------------|----------------------------------|
| 30 feet                 | 3 inches                         |
| 40 feet                 | 4 inches                         |
| 50 feet                 | 5 inches                         |
| 60 feet                 | 6 inches                         |
| 70 feet                 | 7 inches                         |
| 80 feet                 | 8 inches                         |
| 90 feet                 | 9 inches                         |
| 100 feet                | 10 inches                        |
| 150 feet                | 15 inches                        |
| 200 feet                | 20 inches                        |
| 250 feet                | 25 inches                        |
| 300 feet                | 30 inches                        |
| 350 feet                | 35 inches                        |
| 400 feet                | 40 inches                        |
| 450 feet                | 45 inches                        |
| 500 feet                | 50 inches                        |

