

Billboard Sizes



Large Bulletin
20' x 60'
1200 Sq Ft
Large Freeway-Style Billboards

Standard Bulletin
14' x 48'
672 Sq Ft
Freeway-Style Billboards

10' x 40'
400 Sq Ft
Max Allowed Size in McHenry County UDO

Junior Bulletin
10'6" x 36'
378 Sq Ft
Size of the billboard 570' west of proposed location

Proposed LED Billboard
11' x 22'
242 Sq Ft
1/3 of the size of a "Freeway-Style Billboard"
40% Smaller than allowed in UDO



AdLites/Liberty
6' x 12' 72 Sq ft
Smallest form of
Billboards