

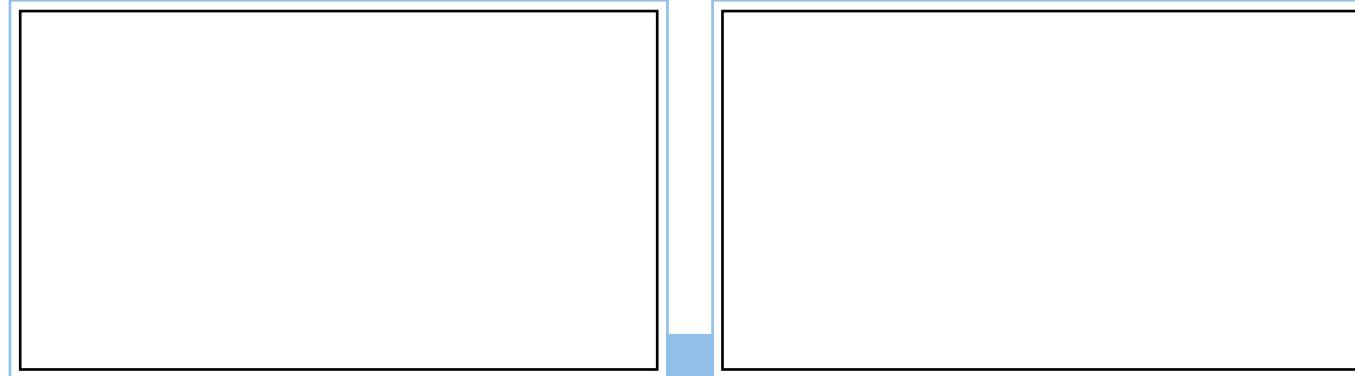
Technical Specifications

► Digital Horizontal Network (Food Court)

15 sec.
20x
DURATION

VIDEO

SHOPPING DESTINATION
QC, AB, ON



Final format:
2 screens of 1920 x 1080 px
49 in diagonally each

OR

Panoramic option:
3840 x 1080 px

GRAPHIC REQUIREMENTS

- **Creative type:** non-animated or video (without audio)
- **Colours:** RGB | **Profile:** U.S. Web Coated (SWOP)
- **Rich black:** R100, G100, B100
- **Minimum font size recommended:** 60 px

GRAPHIC FILE DIMENSIONS

- **Final size (W x H):** 2 screens of 1920 x 1080 px | 3840 x 1080 px
- **Ratio:** 16:9 or 32:9 (panoramic)
- **Frames per second:** 30 IPS
- **Bitrate:** 4-8 Mbps
- **Spot duration within the ad loop:** 15 seconds

FILE SUBMISSION REQUIREMENTS

- **Timeline:** 2 business days prior to the campaign start date. Any late submission may impact the start date and campaign duration.
- **Timeline - dynamic ads concept:** Concepts using RSS feeds must be reviewed with your Account Director at least 30 days prior to the campaign start date (additional fees will apply).
- **Video file format:** MPEG-4 (H.264)
- **Non-animated file format:** PNG, JPG
- **Multiple creatives:** 1 file per creative
- **File naming convention:** ContractNumber_Advertiser_Routing_SHOP_DH (no special characters, accents, or spaces).
- **File submission:** Send your file - indicating the contract number and Advertiser in the email subject line - to your Account Director and their Sales Coordinator, using a direct link that does not require a login or password.

For a dominance strategy using a non-animated creative, [CLICK HERE](#)



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