



PRODUCTION SPECIFICATION GUIDE

Single Side

Composition Size: 1280(w) x 576(h)

Pixel Aspect Ratio: 20:9

Full Screen

for 3d ads

Composition Size: 2688(w) x 576(h)

Pixel Aspect Ratio: 14:3

Color Mode: RGB

Resolution: 80dpi – 240dpi

Static Format: jpeg, png

Animated Format: mov, mp4

Video Frame Rate: 30fps

Video Color Depth: 24bit RGB

Video Length: 15 seconds

Video Bit Rate: +9000

Other content considerations:

- **Length:** The optimal length for content is 15 seconds. This allows for the message to be conveyed effectively on the greatest number of spectators before their attention is focused elsewhere.
- **Transitions:** All content should loop, or transition smoothly in time from the end, back to the beginning.
- **Backgrounds:** Text and logos should appear in front of a contrasting background. Predominately white background logos should be avoided as they tend to be bright and wash out the accompanying logos/images.