



DIGITAL BOARD SPEC SHEET

Specifications:

Video/Animation Ads:

Video Dimensions: 720px X 1205px

Video Format: .MP4 or .MOV file

Video Length Options: 7.5, 15, or 30 seconds

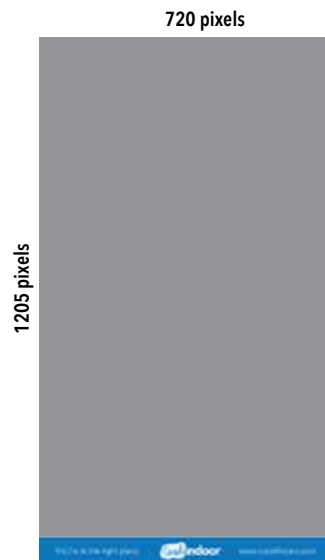
Static Ads:

Static Dimensions: 720px X 1205px

Static Format: JPG or PNG file

Color Mode: RGB

Resolution: 72 DPI



Style Options:

Video Only:

Full screen HD video ad

Static Only:

Full screen HD static ad

Static/Video:

Combination of video and static.
(Perfect for pre-made videos/promos)
Video placement varies upon request.



Video Only



Static Only



Static/Video



Static Ad;
No motion



Video/Animation;
Motion Graphics



Static/Video;
Video placed in a
static ad



PRINT BOARD SPEC SHEET

Specifications:

17 x 11:

Bleed: 17.25" x 11.25"

Trim: 17" x 11"

Safe Zone: 16.5" x 10.5"

Men's Restroom:

Trim: 17" x 22"

Safe Zone: 16.5" x 21.5"

Women's Restroom:

Trim: 17" x 33"

Safe Zone: 16.5" x 32.5"

Resolution: 300 DPI

Color Mode: CMYK

Measurement: Inches

File Requirements:

- + File Type: Photoshop, InDesign or Illustrator
- + Submit full scale/300 DPI native, layered files in which the artwork was created
- + Flattened PDFs or JPGs are not acceptable
- + Keep all logos, text and legal lines with LIVE AREA. If submitting inDesign, please package to include all your links and outside fonts
- + If artwork is not supplied correctly or approved within the timeline provided, there could be delays



17" x 11"



17" x 22"



17" x 33"

**FINAL ART FILES *DUE 3 WEEKS*
PRIOR TO POST DATE**

Submit materials or questions to
CreativeMSP@Socialindoor.com