

# CREATIVE & PRODUCTION SPECS

# COMMON AREA NETWORK

## OPTION 1

### Creating your own finished spot(s)

**Format** video: H.264, Apple ProRes; static: .jpg at 72 dpi

**Max File Size** None

**Frame Rate** 29.97 or 30 fps

**Audio** Yes, stereo or mono

**Pixel Dimensions** (please contact Lauren DeSimone to confirm the size(s) needed for the locations in your buy)

**Best Practices** We suggest that logos and the call to action be on the screen at all times and that copy be reduced to what is essential. A clean design with a simple, focused message goes a long way. Our screens are like living posters and we encourage our advertisers to take advantage of our unique, full motion video and audio-enabled medium with truly captivating creative.

### PORTRAIT

1080w x 1920h



### LANDSCAPE

1920w x 1080h



### SPECTACULAR

Varies

576w x 768h  
NewPark Mall

1408w x 320h  
Mall at Bay Plaza

1920w x 1080h

Arizona Mills  
Concord Mills  
Desert Ridge Marketplace  
District at Tustin Legacy  
Grapevine Mills  
Great Mall  
Gurnee Mills  
Katy Mills

Long Beach Towne Center  
Ontario Mills  
Philadelphia Mills  
Potomac Mills  
Roosevelt Field  
Sawgrass Mills  
Sugarloaf Mills  
Tempe Marketplace

## OPTION 2

### Adspace is producing your spot(s)

Please provide any of the following:

**TV Spot/Video Footage** H.264, Apple ProRes or Uncompressed Quicktime, best quality and size available

**Logos** vector artwork: .ai or .eps

**Images** high resolution: .psd, .tiff or .jpg

**Pre-existing Print Artwork** layered .psd, .ai or .pdf with fonts/links included

**Audio/Voiceover** .wav, .aiff or .mp3

We have an in-house motion design team ready to help produce your spot(s). We can utilize any print or video assets you already have, follow brand guidelines and create spots that fully engage your audience. TV spots can be combined with print assets to take advantage of the entire screen. And if needed, we have a rights-free library of music available for use in your ad. Nothing is aired without your final approval, so you will be able to review your spot and make changes before it goes live on the network.

## FILE DELIVERY

Go to [adspacenetWORKS.com/upload](https://adspacenetWORKS.com/upload) and follow the instructions to upload your files. We can also accept files through any other delivery method: an FTP site that you host, Dropbox, WeTransfer, etc. Just send access to [creative@adspacenetWORKS.com](mailto:creative@adspacenetWORKS.com).

If your campaign involves multiple versions or complex scheduling, please provide detailed traffic instructions and inquire about any special instructions for file delivery that may be necessary.