

CREATIVE & PRODUCTION SPECS

DINING AREA NETWORK

Format video: H.264, Apple ProRes or Uncompressed Quicktime; static: .jpg at 72 dpi

Frame Rate 29.97 or 30 fps

Audio Yes, stereo or mono

Pixel Dimensions Choose one of the options below

The Dining Area Network consists of pairs of aerial screens that are located throughout the dining area in the mall. These screen pairs have small bezels, so we offer 3 options for how your advertising can be displayed.

OPTION 1

Run the same creative on both screens

Pixel Dimensions 1920w x 1080h



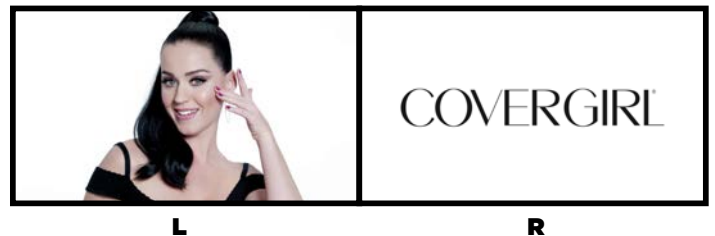
OPTION 2

Run video on one screen and static on the other screen

Pixel Dimensions 1920w x 1080h

Best Practices We suggest that one screen have full animation, and the other remain mostly static

File Naming Append each filename with **L** or **R** to indicate which screen it should play on

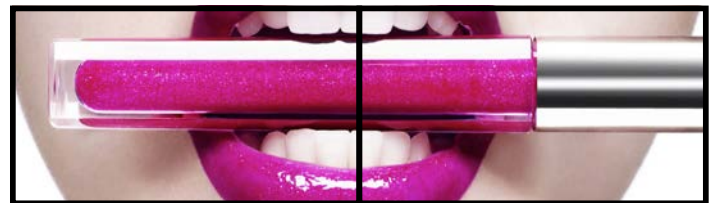


OPTION 3

Design creative to cross both screens

Pixel Dimensions 3840w x 1080h

Best Practices Treat both screens as one wide canvas, but consider the bezel between screens in your design, do not place small copy across the center



FILE DELIVERY

Go to 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.

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.