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# INDOOR MEDIA DIGITAL PRODUCT SPECIFICATIONS

UPDATED: 10.03.19

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- < DIGITAL E-BOARD
- < CAMPUS DIGITAL



**REGINA**

P 306 347 2739  
F 306 359 6022

**SASKATOON**

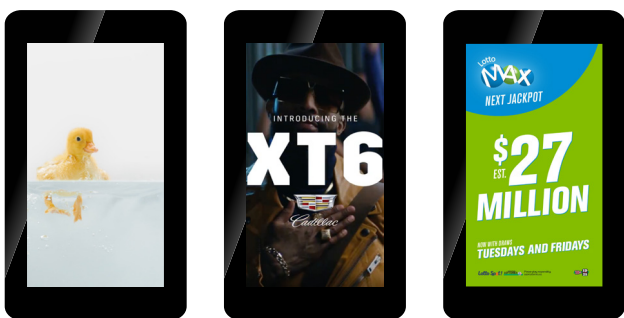
P 306 664 2002  
F 306 664 2092

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**CAPTIVE.CA/INDOOR**

# NEW FORMAT DIGITAL E-BOARD

Captivate your target consumers with the combination of video, imagery and sound. Your 10-, 15-, 30- second message is played in a loop. From full frame videos and animations, to static images, the options for this products are endless. Contact your Account Executive for more information.



Full frame video      Video and Image Example      Static Image Example



## DIMENSIONS

Screen Size: **1080px (w) x 1920px (h)**  
 Aspect ratio: **9:16**  
 Frame rate: **29.97 fps**  
 Screen resolution: **72dpi**  
 Colour: **RGB**

## FILE SPECIFICATIONS

UPDATED: 12.30.20

**Video:**

- File Format- MP4, H264 (including all elements of the creative)
- File size - Less than 50MB per 15 seconds
- Audio - 48KHz / stereo / 128kbps / AAC / 48 KHz (embedded)

**Static Image:**

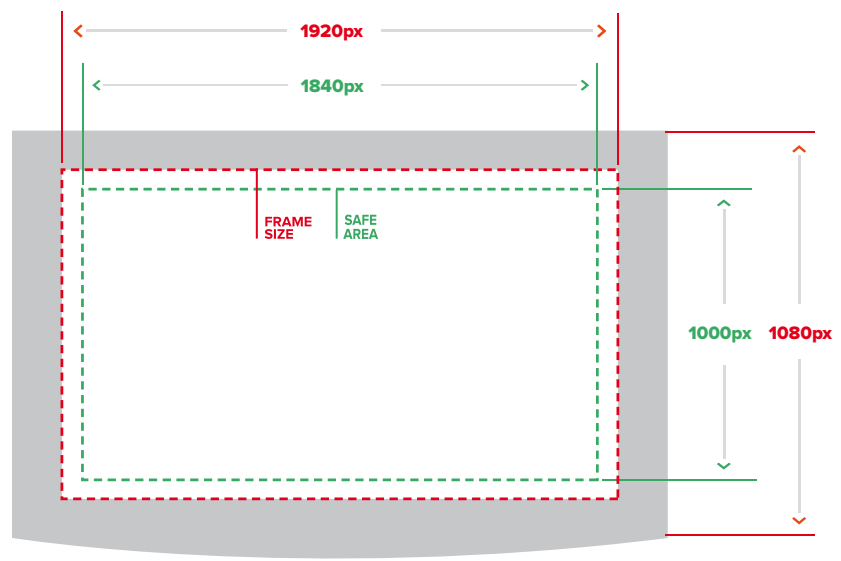
- File Format - MP4 / JPEG / PNG / PDF

**Video/Static Image Combination:**

- Video Format - MP4, H264 (including all elements of the creative)
- Image Format - Layered PSD file with allocated space for video frame
- File size - Less than 50MB per 15 seconds
- Audio - 48KHz / stereo / 128kbps / AAC / 48KHz
- Quality - Best possible, 12 mbps maximum
- Broadcast duration - 10, 15, 30 seconds.

# CAMPUS DIGITAL

Captive Audience is the exclusive provider of Campus Digital, a network of 70 digital screens that are positioned at key locations throughout universities and campuses across Saskatchewan. The 46" wide panels air a 12-commercial loop of full-screen content that provides students with compelling local and international news, weather, lifestyle, and sports information in full colour. Contact your Account Executive for more information.



## DIMENSIONS

Frame Size: **1920px (w) x 1080px (h)**  
 Safe Area: **1840px (w) x 1000px (h)**  
 Quality: **72dpi - 24 mbps maximum**

## FILE SPECIFICATIONS

UPDATED: 10.03.19

### Video:

- File Format - *WMV (including all elements of the creative)*
- File size - *50 mb for 15 seconds*
- Audio - *48KHz / stereo / 128kbps / AAC / 48KHz*

### Static Image:

- File Format - *High Resolution JPG, PSD or PDF*

### Video/Static Image Combination:

- Video Format - *WMV (including all elements of the creative)*
- Image Format - *Layered PSD file with allocated space for video frame*
- File size - *50 mb for 15 seconds*
- Audio - *48KHz / stereo / 128kbps / AAC / 48KHz*