



INDOOR MEDIA DIGITAL PRODUCT SPECIFICATIONS

UPDATED: 10.03.19

- < DIGITAL E-BOARD
- < CAMPUS DIGITAL



REGINA

P 306 347 2739
F 306 359 6022

SASKATOON

P 306 664 2002
F 306 664 2092

CAPTIVE.CA/INDOOR



INDR

INDOOR MEDIA
PRODUCT
SPECIFICATIONS

< CAPTIVE >

REGINA

P 306 347 2739
F 306 359 6022

SASKATOON

P 306 664 2002
F 306 664 2092

CAPTIVE.CA/INDOOR

NEW FORMAT DIGITAL E-BOARD

Captivate your target consumers with the combination of video, imagery and sound. Your 15-, 30-, 45-, or 60-second message is played in a loop. As well, 15-second video clips are interspersed between advertising to entertain consumers in between ads. From full frame videos and animations, to static images, the options for this product are endless. Contact your Account Executive for more information.



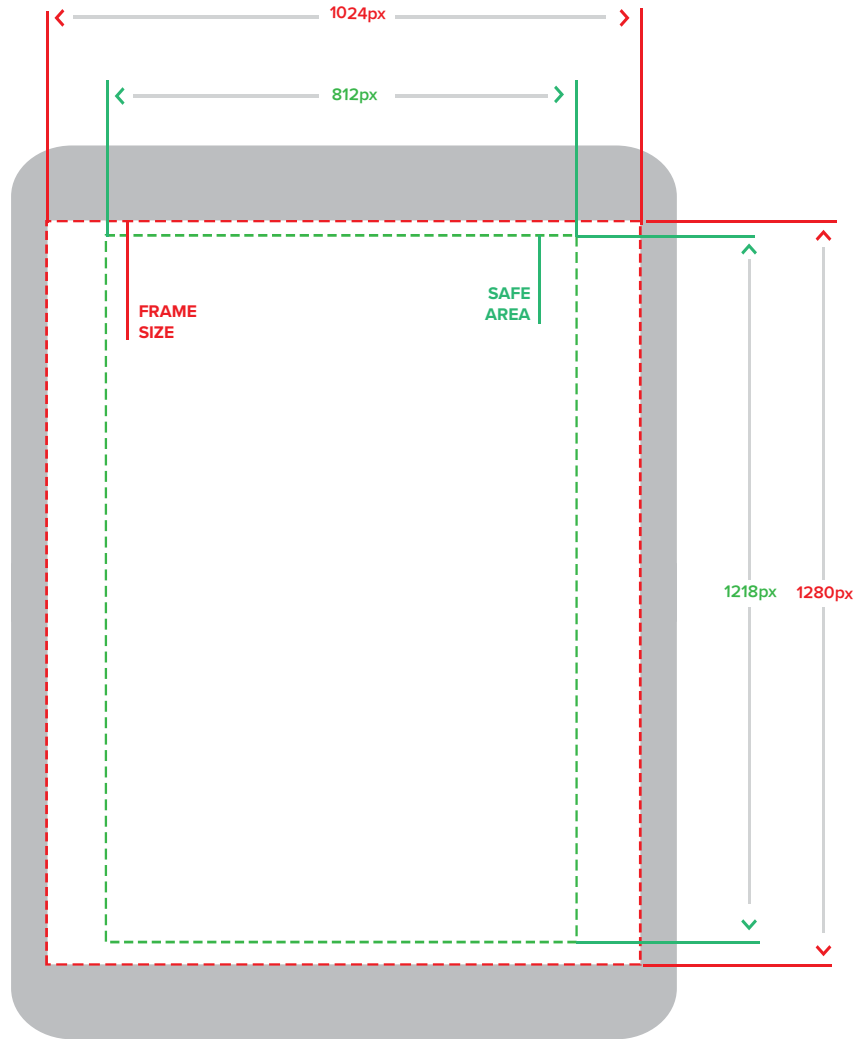
Full frame video



Video and Image Example



Static Image Example



DIMENSIONS

Screen Size: **1024px (w) x 1280px (h)**
Safe Area: **812px (w) x 1218px (h)**
Quality: **72dpi - 12 mbps maximum**

FILE SPECIFICATIONS

UPDATED: 10.03.19

Video:

- File Format - *MP4, H264 (including all elements of the creative)*
- File size - *50 mb for 15 seconds*
- Audio - *48KHz / stereo / 128kbps / AAC / 48KHz (embedded)*

Static Image:

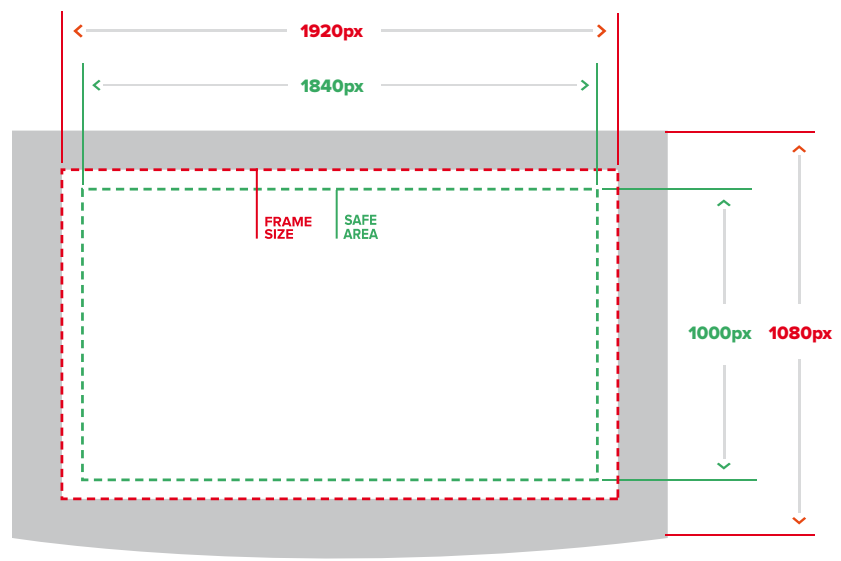
- File Format - *High Resolution JPG, PSD or PDF*

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 - *50 mb for 15 seconds*
- Audio - *48KHz / stereo / 128kbps / AAC / 48KHz*

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*