



STATIC GRAPHICS

Create as 7360w x 1440h square pixels @ 72 dpi
Deliver as best quality .JPEG or .PNG
Naming Convention: IMAGE_NAME.JPG

Static Graphics **MUST** be received by Branded Cities at least **1 FULL BUSINESS DAY** before the scheduled date.

MOTION GRAPHICS

After Effects: Create as 7360w x 1440h square pixels, 29.97 FPS
Deliver as QuickTime Animation codec or Apple ProRes (4:4:4 or 4:2:2)
Length: :15 Seconds

Motion Graphics **MUST** be received by Branded Cities at least **2 FULL BUSINESS DAYS** before the scheduled date.

PLEASE NOTE: Due to the curvature of the LED on the left side, full-screen layouts should employ an 840 px margin on the left side for all pertinent (message) type to avoid inadvertent cropping at optimum viewing angles. Incidental text and background elements can live anywhere on the LED.

Deliverable files can be uploaded to our Sharefile here: <https://brandedcities.sharefile.com/r/rbb1d20b183846849>

For questions, please contact → DAVID COLEMAN | 602.224.3118 | dcoleman@brandedcities.com