

# EAST MARKET COLLECTION

SPEC SHEET | UNIVERSAL SIZING TEMPLATE



**CREATE CONTENT AT:** 648 H x 1800 W (pixels)

**SAFE AREA (CENTER CUT):** 612 H x 1692 W (pixels)

**CROPPING:** Top/Bottom = 18 px; Left/Right = 54 px

## DISPLAY DETAILS

EM1001: 648 H x 1800 W (pixels)

EM1002: 648 H x 1692 W (pixels)

EM1003: 612 H x 1692 W (pixels)

EM1004: 612 H x 1800 W (pixels)

## ARTWORK REQUIREMENTS

- Create final content at: **648 H x 1800 W (pixels)**
- Final hi-res STATIC content format: .jpg (max), baseline (standard)
- Final MOTION GRAPHIC content format: .mp4 (H.264 codec)
- Frames Per Second: 30 fps
- All rendered artwork: (1.0)px @ 72 dpi, Color mode: RGB
- Audio: Not supported

Length of motion graphics must be the exact length agreed upon with Branded Cities Network. Any extra frames will be cut off at the end of the spot.  
Display-ready content must be received by Branded Cities Network at least one week prior to posting date.

Click to download templates here: **PHOTOSHOP | AFTER EFFECTS**

Deliverable files for EM1001-04 can be uploaded to our Sharefile here: <https://brandedcities.sharefile.com/r-r5be96e385784050b>

For questions, please contact: **MATTHEW SINCLAIR | 602.224.3105 | programming@brandedcities.com**