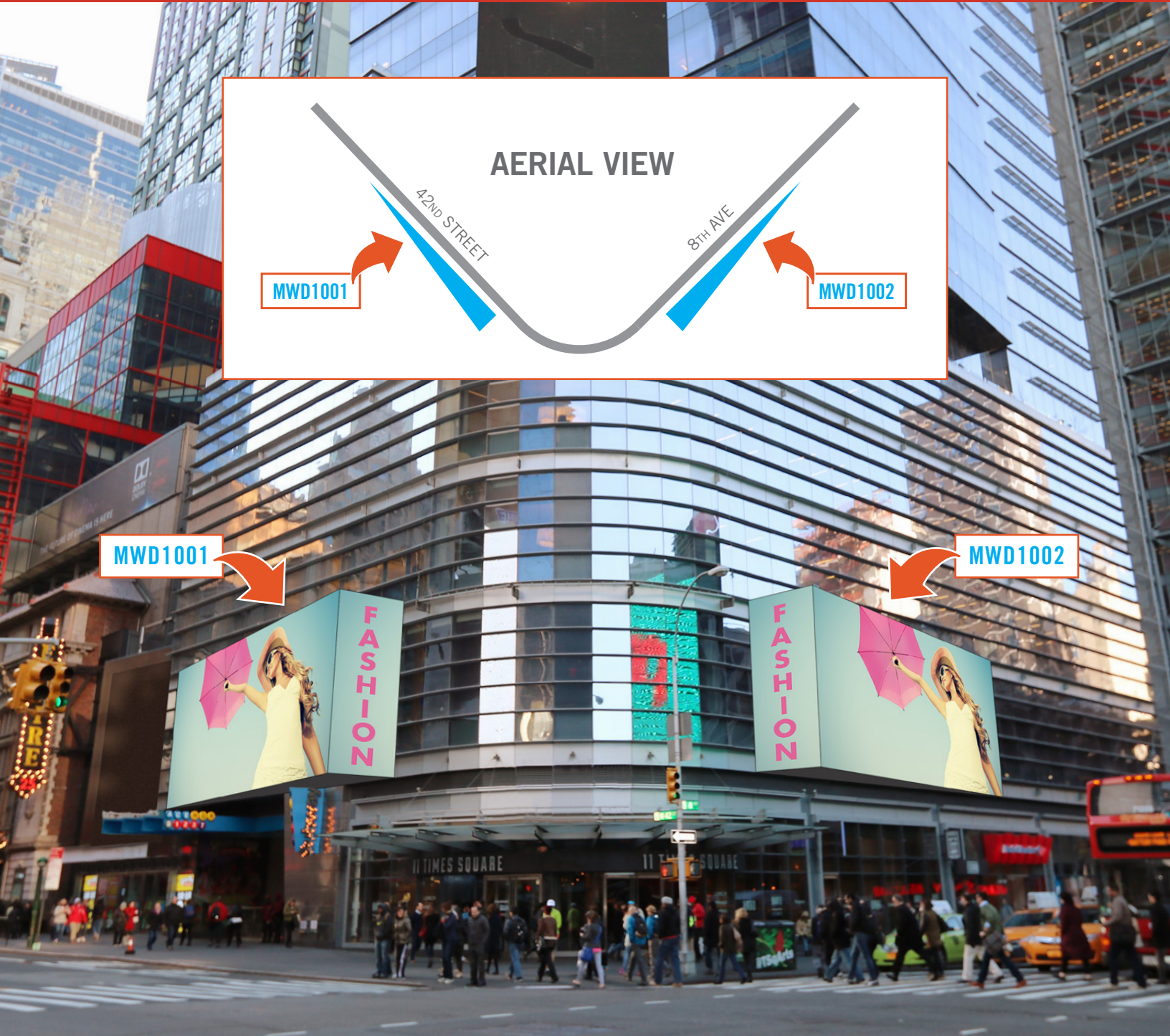
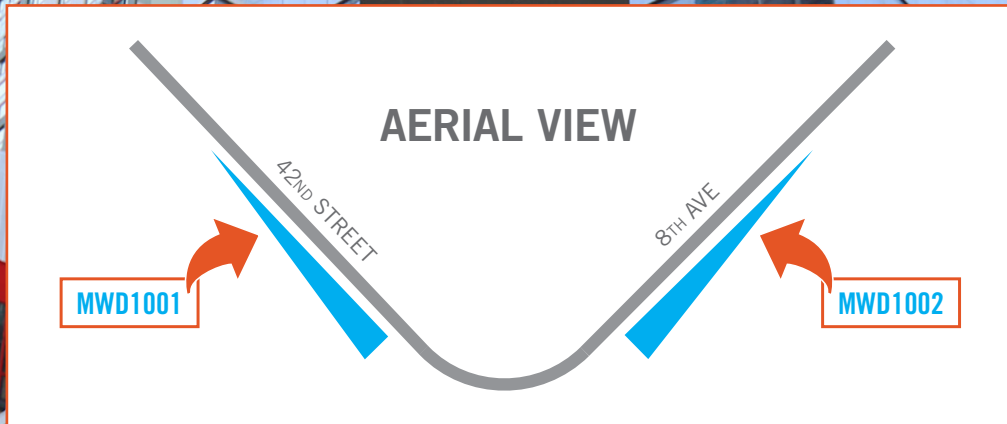


MIDTOWN WEST DIGITALS

NEW YORK



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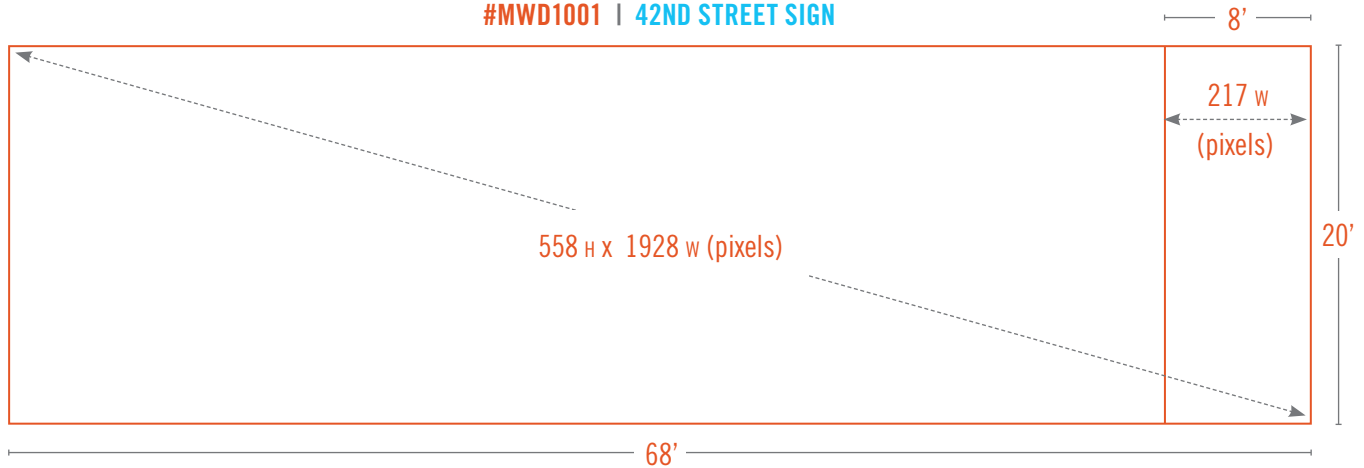
Deliverable files for MWD1001-02 can be uploaded to our Sharefile here: <https://brandedcities.sharefile.com/r-rad309703e6c4f1ba>

For questions, please contact: [MATTHEW SINCLAIR](#) | 602.224.3105 | programming@brandedcities.com

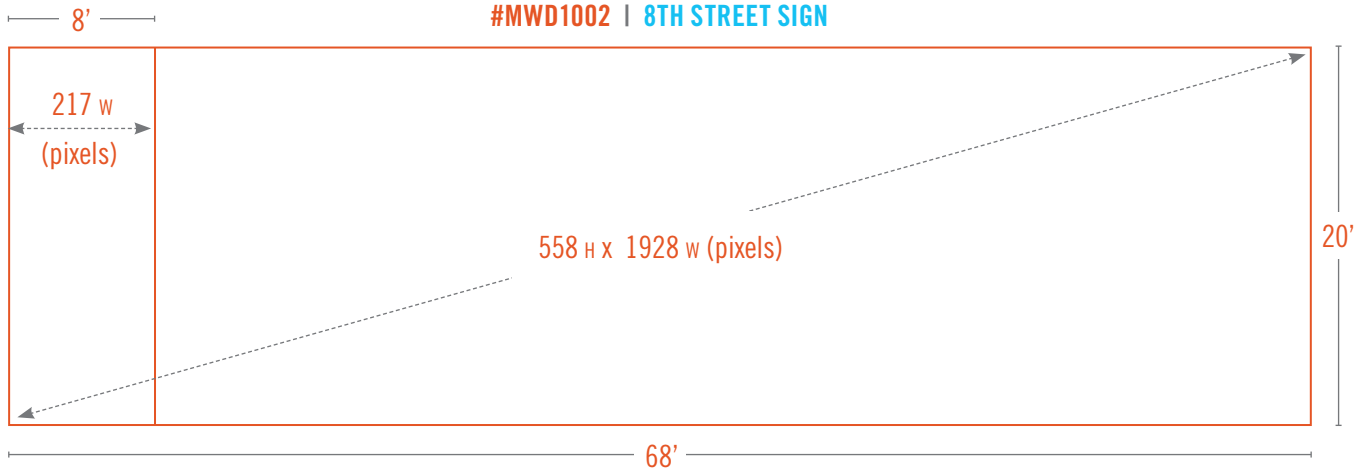
MIDTOWN WEST DIGITALS

SPEC SHEET | FULL SCREEN | VIEWABLE AREA: 20' H x 68' W

#MWD1001 | 42ND STREET SIGN



#MWD1002 | 8TH STREET SIGN



DIGITAL CONTENT

- MWD1001:** 20' H x 68' W
 – Digital Resolution: 558 H x 1928 W (pixels)
- MWD1002:** 20' H x 68' W
 – Digital Resolution: 558 H x 1928 W (pixels)
 – Frames Per Second: 30 fps
 – Audio: Not Supported

ARTWORK REQUIREMENTS

- Final hi-res STATIC content format: .jpg (max), baseline (standard)
- Final MOTION GRAPHIC content format: .mp4 (H.264 codec)
- All rendered artwork: (1.0)px @ 72 dpi; Color Mode: RGB

Length of motion graphics must be the exact length agreed upon with Branded Cities. Any extra frames will be cut off at the end of the spot. Creative approval required two weeks prior to the campaign start date. Final content must be received no later than one week prior to posting date.

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