

NASDAQ TOWER TIMES SQUARE

SPEC SHEET | FULL SCREEN | VIEWABLE AREA: 120'H x 84'W



STATIC CONTENT

- Digital Resolution: 2336 H x 1832 W (pixels)
- All rendered artwork: (1.0) px @ 72 dpi
- Final hi-res formats: .jpeg, .psd
- Color mode: RGB

MOTION GRAPHIC CONTENT

Please refer to the After Effects template and Tutorial PDF for more detailed information regarding creation and delivery of motion graphics on this display. Please do not make separate movie files for each screen.

ARTWORK REQUIREMENTS

- Final hi-res **STATIC** content format: .jpg (max), baseline (standard)
- Final **MOTION GRAPHIC** content format: .tga (large image sequence) packaged in a .rar or .zip format
- 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. Any extra frames will be cut off at the end of the spot. Display-ready content must be received by Branded Cities at least one week prior to posting date.

DOWNLOAD TEMPLATES BELOW

- ➔ PHOTOSHOP
- ➔ ILLUSTRATOR
- ➔ AFTER EFFECTS + TUTORIAL

Deliverable files for NASDAQ can be uploaded to our Sharefile here: <https://brandedcities.sharefile.com/r/r439be7ba7204f4cb>

For questions, please contact: 646.223.8000 | creativeteam@brandedcities.com