

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)
- Length: **15 seconds**; 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>
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