

Washington D.C.



Please Note: The D.C. Digital Network is a network of varying screen sizes. The content specifications below are the same for all five (5) LCD signs. Should you need further clarification, please contact programming for support.

DC 1001-1005 (1920_H x 1080_W / 66"_H x 37.8"_W) | **Metro Center:** G St NW & 13th St NW

Content & File Format Specifications

Content Size (5 LCD's): 1920px H x 1080px W
 Live Area: 1920px H x 1080px W
 Resolution: (1.0) px @ 72 dpi
 Color Mode: RGB
 Copy Length: 15 Seconds; 30 FPS
 Audio: Not supported
 Static Artwork: .jpg (max), baseline (standard)
 Motion Artwork: .mp4 (H.264 codec)

Deadlines

Final artwork must be received **two (2) full business days** prior to posting. Additional lead time may be required for multiple files.

Template Downloads

Recommended templates:

After Effects | Photoshop

File Delivery

Upload to Branded Cities sharefile:

<https://brandedcities.sharefile.com/r-r508e55c5cf345629>

Hours of Operation & Inquiries

Hours: 5a-11:30p (M-Th); 5a-1a (F); 7a-1a (Sa); 8a-11p (Su)

For questions contact: traffic@brandedcities.com

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Please Note: The D.C. Digital Network is a network of varying screen sizes. The content specifications below are the same for both signs. Should you need further clarification, please contact programming for support.

DC 1007 & 1008 (300h x 630w / 6'6"h x 13'9"w) | **Metro Center:** 11th St NW & G St NW

Content & File Format Specifications

Content Size (2 LCD's): 300px H x 630px W
Live Area: 300px H x 630px W
Resolution: (1.0) px @ 72 dpi
Color Mode: RGB
Copy Length: 15 Seconds; 30 FPS
Audio: Not supported
Static Artwork: .jpg (max), baseline (standard)
Motion Artwork: .mp4 (H.264 codec)

Deadlines

Final artwork must be received **two (2) full business days** prior to posting. Additional lead time may be required for multiple files.

Template Downloads

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DC 1010 (360h x 840w / 7'10.5"h x 18'4"w) | **Metro Center:** 11th St NW & G St NW

Content & File Format Specifications

Content Size: 360px H x 840px W
Live Area: 360px H x 840px W
Resolution: (1.0) px @ 72 dpi
Color Mode: RGB
Copy Length: 15 Seconds; 30 FPS
Audio: Not supported
Static Artwork: .jpg (max), baseline (standard)
Motion Artwork: .mp4 (H.264 codec)

Deadlines

Final artwork must be received **two (2) full business days** prior to posting. Additional lead time may be required for multiple files.

Template Downloads

Recommended templates:

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File Delivery

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Please Note: The D.C. Digital Network is a network of varying screen sizes. These file specifications allow the creation of a single layout to proportionately fit all sign sizes below, and you are designing content to the larger of the two sizes (512 x 1024). Should you need further clarification, please contact programming for support.

DC 1011 (512h x 1024w / 6'7"h x 13'2"w) | **L'Enfant Plaza:** 400 7th St
DC 1012 (512h x 1024w / 6'7"h x 13'2"w) | **L'Enfant Plaza:** 400 7th St
DC 1013 (384h x 768w / 4'11"h x 9'10"w) | **McPherson Square:** 1400 I St
DC 1014 (384h x 768w / 4'11"h x 9'10"w) | **McPherson Square:** 1400 I St
DC 1015 (384h x 768w / 4'11"h x 9'10"w) | **Friendship Heights:** 2 Wisconsin Cr
DC 1016 (512h x 1024w / 6'7"h x 13'2"w) | **Friendship Heights:** 2 Wisconsin Cr

Content & File Format Specifications

Content Size (6 LCD's): 512px H x 1024px W
 Live Area: 512px H x 1024px W
 Resolution: (1.0) px @ 72 dpi
 Color Mode: RGB
 Copy Length: 15 Seconds; 30 FPS
 Audio: Not supported
 Static Artwork: .jpg (max), baseline (standard)
 Motion Artwork: .mp4 (H.264 codec)

Deadlines

Final artwork must be received **two (2) full business days** prior to posting. Additional lead time may be required for multiple files.

Template Downloads

Recommended templates:

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