

# MIDTOWN FINANCIAL DIGITAL SPEC SHEET

**Please Note:** Midtown Financial requires the delivery of a single file, the specs of which can be found on this page. Please follow the links to the templates provided for the layout of the file.

## Template Download

Please click the link below for the required templates.

**Click here:** After Effects + Tutorial | Photoshop

## Content & File Format Specifications

**Final Content Size:** 4320px H x 3840px W

**Live Area:** Various (See Display Sizing Chart)

**Resolution:** (1.0) px @ 72 dpi

**Color Mode:** RGB

**Copy Length:** :15, :30, :60-seconds; 30 FPS

**Audio:** Not supported

**Static Artwork:** .jpg (max), baseline (standard)

**Motion Content:** .mov (animation codec)

## Deadlines

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

Non-English copy will be subject to review and translation.

Please allow for a minimum of **(1) one additional business day** for processing.

## File Delivery

\*Do not send as individual files

\*Do not send working comp

\*Only send Final Render to the link below, otherwise creative will not be accepted.

**Upload to Branded Cities sharefile:**

<https://brandedcities.sharefile.com/r/r439be7ba7204f4cb>

## Hours of Operation

**Midtown Financial Hours:** 6a-2a (M-Su)

## Inquiries

If you require assistance with creating content, please contact your Branded Cities Sales Representative.

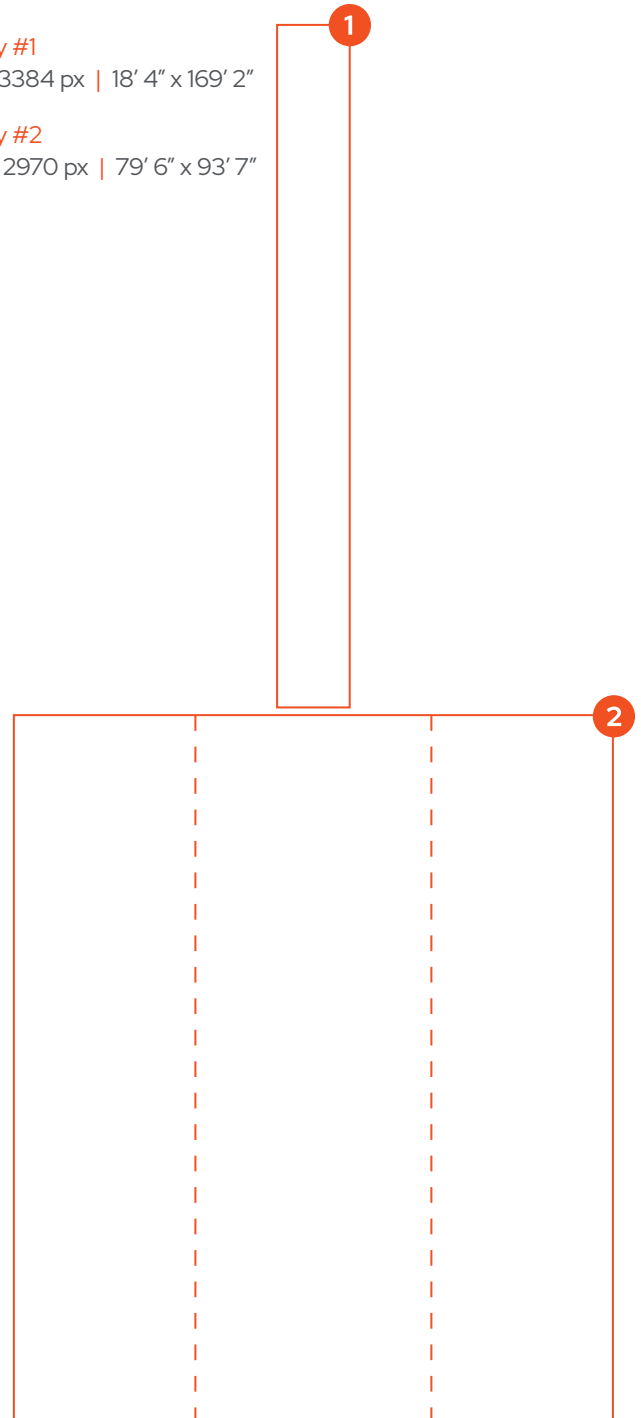
**Production contact:** [nynoc@brandedcities.com](mailto:nynoc@brandedcities.com)

Display #1

360 x 3384 px | 18' 4" x 169' 2"

Display #2

3510 x 2970 px | 79' 6" x 93' 7"



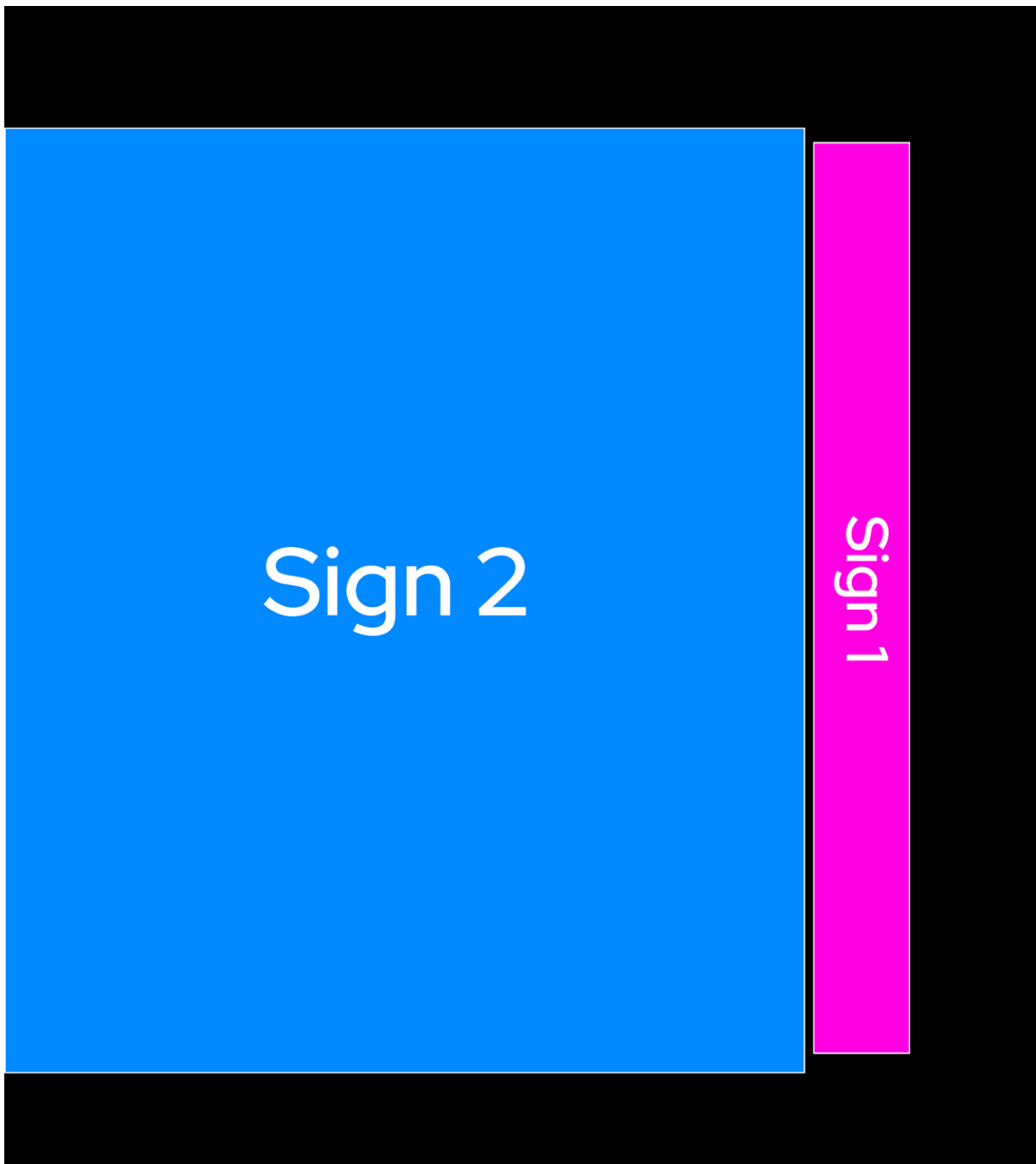
**Midtown Financial consists of 2 screens that must be laid out per the comp on page 2.**

## MIDTOWN FINANCIAL DIGITAL SPEC SHEET

Final rendered layout should look like the example below.  
Please use the provided template for rendering the final creative.

Please click the link below for the required templates.

**Click here:** [After Effects + Tutorial | Photoshop](#) ←



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