

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 full business days** prior to posting. Additional lead time may be required for multiple files.

Template Downloads

Recommended templates:

After Effects | Photoshop

File Delivery

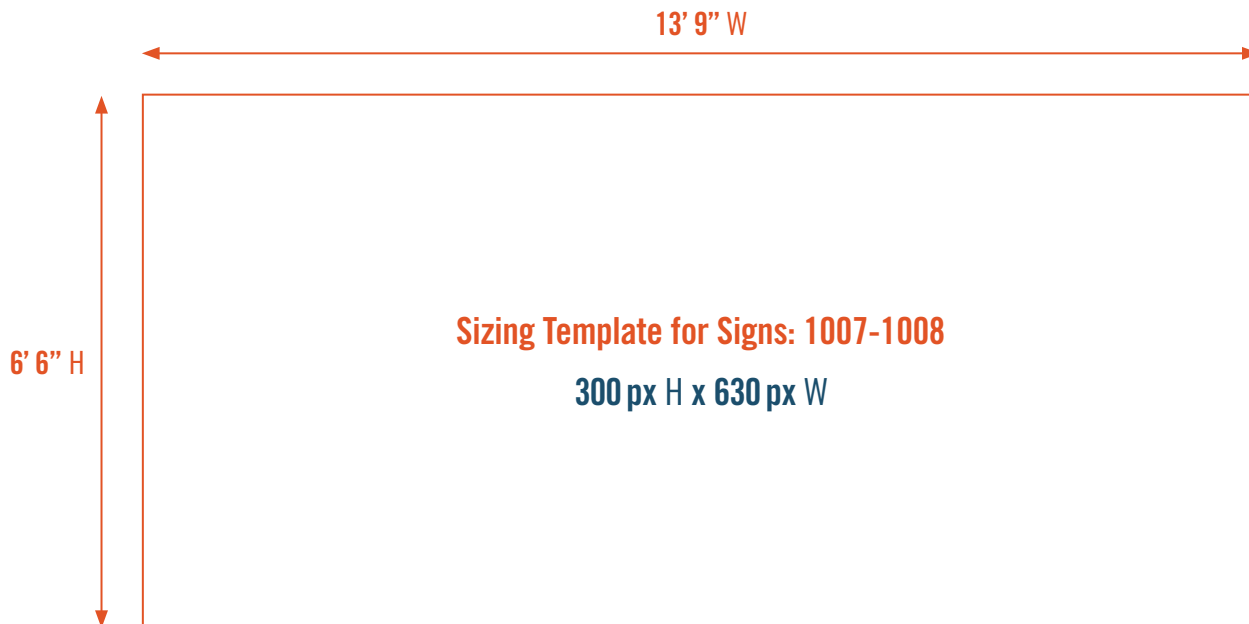
Upload to Branded Cities sharefile:

<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: programming@brandedcities.com



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

Content & File Format Specifications

Content Size (5 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 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. The content specifications below are the same for both signs. Should you need further clarification, please contact programming for support.

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

Content & File Format Specifications

Content Size (5 LCD's): 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 full business days** prior to posting. Additional lead time may be required for multiple files.

Template Downloads

Recommended templates:

After Effects | Photoshop

File Delivery

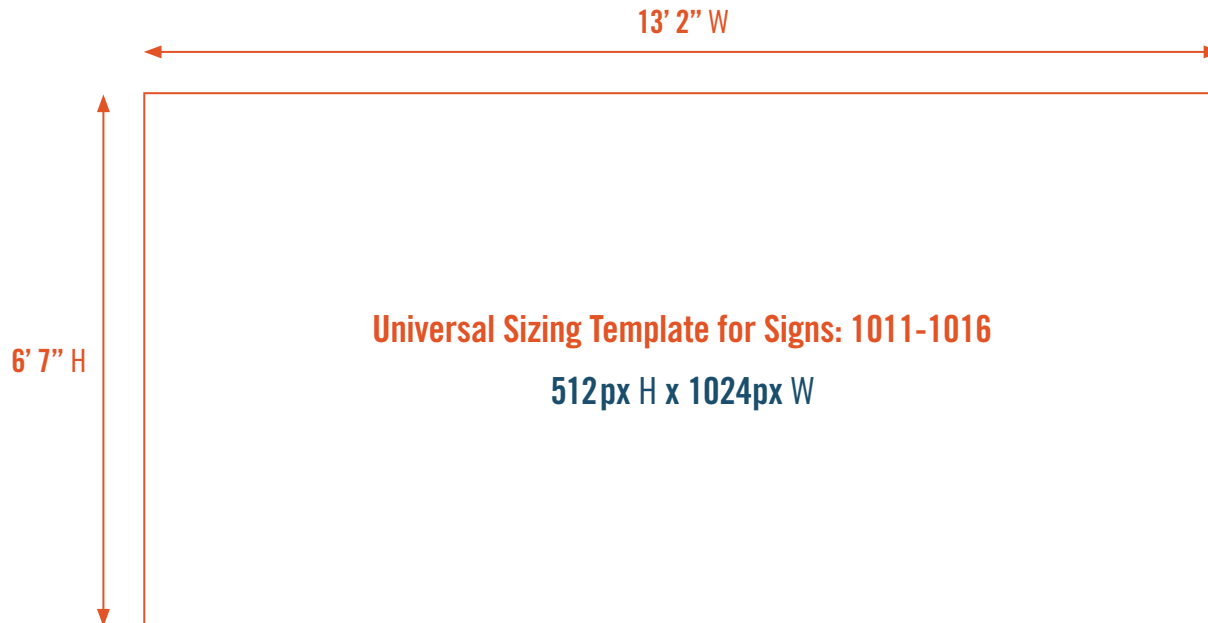
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Please Note: The D.C. Digital Network is a network of varying screen sizes. These file specifications allow the creation of a single layout to proportionately fit all sign sizes below, and you are designing content to the larger of the two sizes (512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

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

Content & File Format Specifications

Content Size: 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 full business days** prior to posting. Additional lead time may be required for multiple files.

Template Downloads

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File Delivery

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Hours of Operation & Inquiries

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