

FRIDGE SCREEN

DIGITAL CONTENT SPECIFICATIONS



1. CONTENT SPECIFICATIONS

1.1 JPG, PNG AND GIF ARTWORK

Size	:	1080 x 1920
Ratio	:	9:16
Format	:	High res JPEG, PNG or GIF

1.2 MP4 ARTWORK

Size	:	1080 x 1920
Encoding	:	h.264
Format	:	Video – mp4
Bitrate	:	1 – 4 Mbps

***PLEASE NOTE: SCREEN IS SITUATED AT THE ENTRANCE TO THE FRIDGE**

2. SCREEN SPECIFICATIONS

Screen Size	:	49inch in Portrait
Active Area	:	1073.7792(H) x 604.0008(V)
Resolution	:	1080px x 1920px
Response Time	:	12ms
Brightness	:	450nit
Contrast Ratio	:	1200:1
Viewing Angle	:	178°
Dimensions	:	1087.7mm x 617.8mm
Audio	:	No audio

3. ARTWORK REQUIREMENTS

TIMELINE

All artwork is required to be at Rainmaker Media 2 weeks prior to the start date of the campaign.

RETAILER NAMES

Only the relevant retailer name, i.e. the name of the retailer in whose store(s) the artwork/media is to be used, is allowed to appear on the artwork/media. Please note that NO other retailer names may be used.

SCALING

Please do not scale artwork. You should always supply artwork at 100% scale.

4. CONTENT SUBMISSIONS

Please submit all content via email to zandrie@rainmakermedia.co.za with the following information:

- List of stores where content should be displayed
- Start and end date
- Any additional requirements

FOR MORE INFO AND DETAILS PLEASE VISIT www.rainmakermedia.co.za