

## LED LIQUOR BANNER

### DIGITAL CONTENT SPECIFICATIONS



## 1. CONTENT SPECIFICATIONS

### 1.1 JPG AND PDF ARTWORK

Size	:	384 x 64 px
Ratio	:	6:1
Format	:	High res JPG or PDF

### 1.2 MP4 ARTWORK

Size	:	384 x 64 px
Encoding	:	h.264
Format	:	Video MP4
Bitrate	:	1 – 4 Mbps

### 1.3 CONTENT GUIDANCE

PLEASE NOTE: DUE TO THE SCREEN BEING LED, DESIGN NEEDS TO BE CAREFULLY CONSIDERED TO ENSURE LEGIBILITY.

- 1 X PACKSHOT TO BE AT A MINIMUM SIZE OF 142 X 475MM
- MINIMUM FONT SIZE SHOULD BE 62PT

PLEASE NOTE: LED LIQUOR BANNERS ARE SITUATED AT THE WINE AND WHISKY SECTIONS

## 2. SCREEN SPECIFICATIONS

Screen Size	:	160mm wide x 960mm high (x2) in Portrait
Active Area	:	0.1536m <sup>2</sup> (x2)
Resolution	:	64px x 384px (x2)
Response Time	:	4ns
Brightness	:	900nit
Pixel Pitch	:	2.5mm
Contrast Ratio	:	5000:1
Viewing Angle	:	160 H x 160 V
Dimensions	:	960mm x 160mm x 34mm
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.

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### 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.

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### 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](mailto: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](http://www.rainmakermedia.co.za)