

LIQUORSHOP DIGITAL MENU BOARDS

DIGITAL CONTENT SPECIFICATIONS



1. CONTENT SPECIFICATIONS

1.1 JPEG AND PDF ARTWORK

Size	:	1080 x 1920
Ratio	:	9:16
Format	:	High res JPEG or PDF

1.2 MP4 ARTWORK

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

PLEASE NOTE: LIQUORSHOP DIGITAL MENU BOARDS ARE SITUATED ABOVE THE BEER/CIDER FRIDGES

2. SCREEN SPECIFICATIONS

2.1 SCREEN SPECIFICATIONS

Screen Size	:	43inches
Screen Orientation	:	Portrait
Dimensions	:	967.5mm x 557.7mm x 48.3mm OR 969.6mm x 563.9mm x 54mm
Audio	:	No audio

3. ARTWORK REQUIREMENTS

3.1 TIMELINE

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

3.2 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.

3.3 SCALING

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

4. CONTENT SUBMISSION

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