

LITTLE ME SCREEN

DIGITAL CONTENT SPECIFICATIONS



1. CONTENT SPECIFICATIONS

1.1 JPEG AND PDF ARTWORK

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

1.2 MP4 ARTWORK

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

2. SCREEN SPECIFICATIONS

2.1 SCREEN SPECIFICATIONS

| | | |
|--------------------|---|---|
| Screen Size | : | 43inches |
| Screen Orientation | : | Landscape |
| 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