

## OUTDOOR VIDEO WALL

### DIGITAL CONTENT SPECIFICATIONS



## 1. CONTENT SPECIFICATIONS

### 1.1 JPEG ARTWORK

Size	:	1620 x 1920
Ratio	:	27:32
Format	:	High res JPEG

### 1.2 MP4 ARTWORK

Size	:	1620 x 1920
Encoding	:	h.264
Format	:	Video – mp4
Bitrate	:	1 – 4 Mbps

**PLEASE NOTE: OUTDOOR VIDEO WALL IS SITUATED AT THE BOTTOM OF THE STAIRCASE, LEADING YOU UP TO THE OUTDOOR SECTION.**

## 2. SCREEN SPECIFICATIONS

### 2.1 SCREEN SPECIFICATIONS

Screen Size	:	6 x 43inches (3 screens across x 2 screens down)
Screen Orientation	:	Portrait
Dimensions per screen	:	967.5mm x 557.7mm x 48.3mm <b>OR</b> 969.6mm x 563.9mm x 54mm
Audio	:	No audio

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## 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.

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### 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.

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### 3.3 SCALING

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

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## 4. CONTENT SUBMISSION

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)