

MONEY MARKET DIGIWALL SCREENS

DIGITAL CONTENT SPECIFICATIONS

55-INCH SCREENS



40-INCH SCREENS



1. CONTENT SPECIFICATIONS: 55-INCH

1.1 JPEG ARTWORK

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

1.2 MP4 ARTWORK

Size	:	1920 x 1080
Encoding	:	h.265
Format	:	Video – mp4
Bitrate	:	1 – 4 Mbps

2. CONTENT SPECIFICATIONS: 40-INCH

2.1 MP4 ARTWORK

Size	:	1920 x 1080
Encoding	:	h.265
Format	:	Video – mp4
Bitrate	:	1 – 4 Mbps

3. SCREEN SPECIFICATIONS

3.1 SCREEN SPECIFICATIONS: 55-INCH

Screen Size	:	55-inch
Screen Orientation	:	Landscape
Audio	:	No audio

3.2 SCREEN SPECIFICATIONS: 40-INCH

Screen Size	:	4 x 40-inch (2 across and 2 down)
Screen Orientation	:	Landscape
Audio	:	No audio

PLEASE NOTE THE FOLLOWING WITH REGARDS TO THE 40-INCH SCREENS:

- Artwork must take up all 4 screens.
- Do not set up artwork for each individual screen.
- Text must not be cut off by the grid.
- The grid is only for reference and must be removed from final artwork, before it is sent to Rainmaker.



40-INCH SCREENS ARE ONLY AVAILABLE AT THE BELOW LISTED STORES:

CH GREENACRES | CH BARTLETT | CH GEZINA | CH SILVER LAKES | CH LEPHALALE |
CH HY KLIPFONTEIN | SR JAN SMUTS | CH MARGATE | CH WELTEVREDEN | CH WELGELEE PLEIN

4. ARTWORK REQUIREMENTS

4.1 TIMELINE

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

4.2 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.

4.3 SCALING

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

5. 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