

## TOOL X 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 <b>OR</b> 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](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)