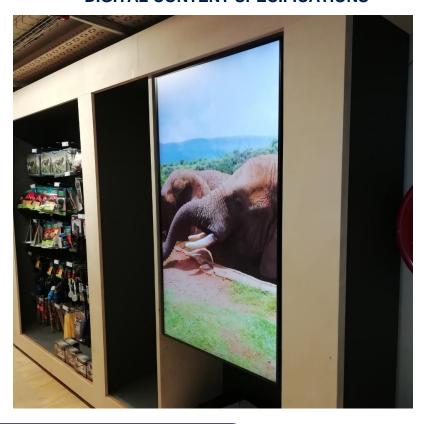
rainmaker

OUTDOOR SCREEN

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

h.264 Encoding

Format Video - mp4 1 - 4 Mbps **Bitrate**

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2. SCREEN SPECIFICATIONS

Screen Size 65-inch in Portrait

Active Area 1428.48(H) x 803.52(V)

Resolution 1080px x 1920px

Response Time 8ms **Brightness** 500nit Contrast Ratio 1,100:1 Viewing Angle 178 x 178

Dimensions 1453.3mm x 844mm x 39.9mm to 1453.9mm x 831.0mm x46.3mm

Audio Audio available

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 SUBMISSIONS

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