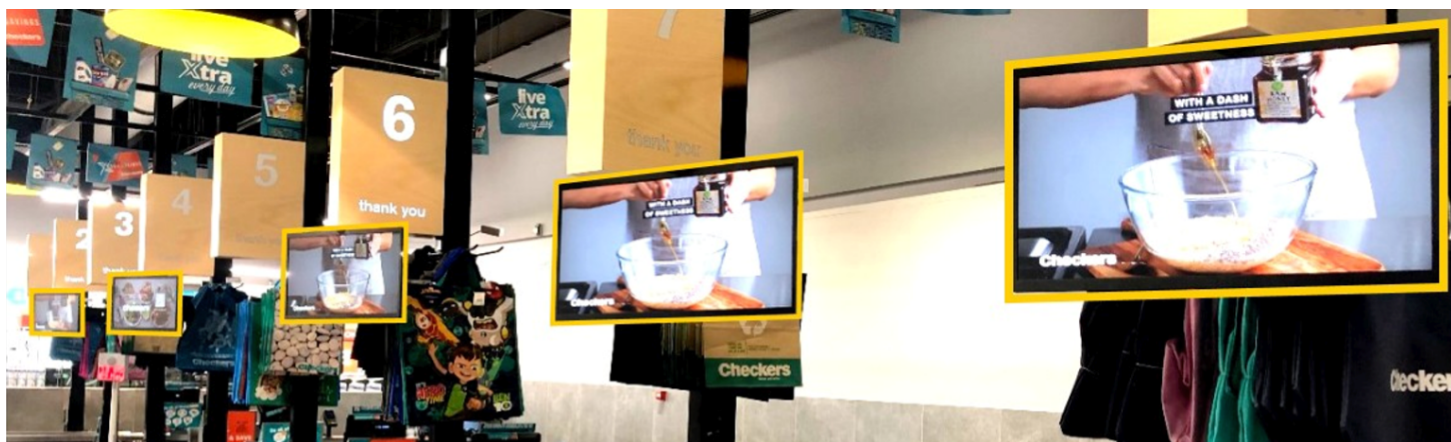


DIGITAL TILL SCREENS

DIGITAL CONTENT SPECIFICATIONS



1. CONTENT SPECIFICATIONS

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
Duration	:	Ads must be 15 seconds long in duration

2. SCREEN SPECIFICATIONS

2.1 SCREEN SPECIFICATIONS

Screen Size	:	24inch
Screen Orientation	:	Landscape
Active Area	:	527.04 (H) x 296.46 (V)
Resolution	:	FHD (1920 x 1080)
Response Time	:	14ms
Brightness	:	250 nit
Contrast Ratio	:	1000:1
Viewing Angle	:	178:178
Dimensions	:	547.9 x 334.4 x 31.8
Audio	:	No audio

3. ARTWORK REQUIREMENTS

TIMELINE

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

RETAILER NAMES

Only the relevant retailer's 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's names may be used.

SCALING

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

4. CONTENT SUBMISSION

Please submit all content via email to chandrew@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