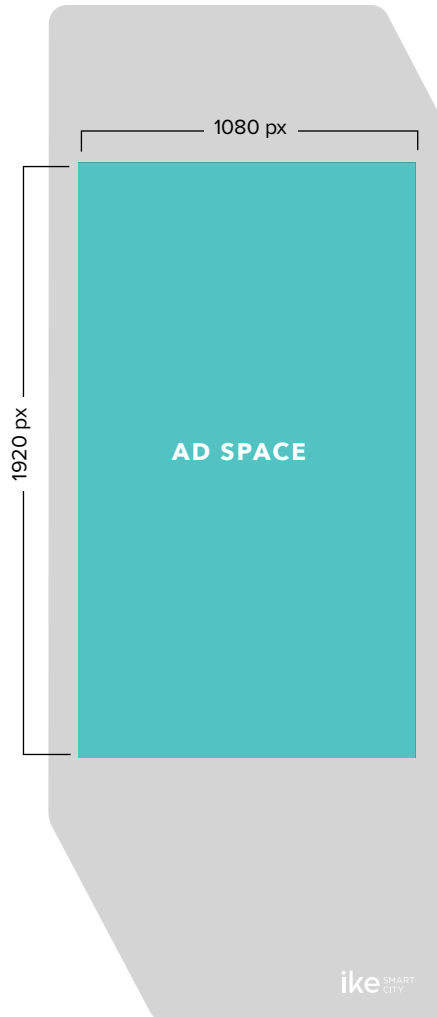


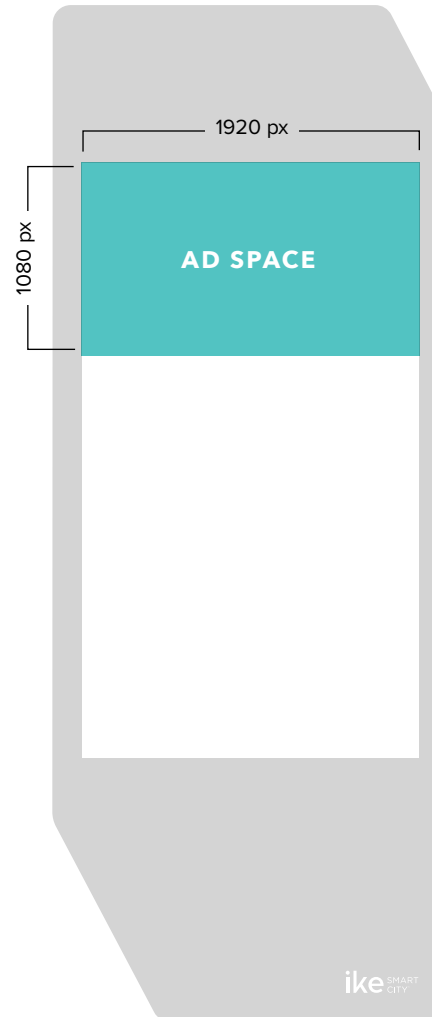
Must submit two files, one for each of the sizes.

VERTICAL ORIENTATION



Disclaimer: We strongly recommend against all dark backgrounds.

HORIZONTAL ORIENTATION



Note: When the digital screen goes to interactive engagement mode, the advertisement moves to the top 1/3 of the screen.



Artwork Specifications

Vertical Orientation: 1920px H x 1080px W
Horizontal Orientation: 1080px H x 1920px W
Resolution: 72dpi
Color Mode: RGB
Duration: 10 seconds
Static File Format: .jpg
Motion File Format: .mp4
Frame Rate: 30 fps
Codec: H264

File Information

All motion files must be 10 seconds in duration. The naming convention of the submitted file should include 'Go-Live date' of file, brand name, and product or tagline.
Example: MM_DD_YY_brandname_product.mp4

File Delivery

Final files should be delivered one week prior to contracted start date.

Contact us for file delivery information.

Note:

All artwork must be submitted 7 business days before contracted start date for creative approvals. 1 Flip: 1,080 spots per day or 12.5% SOV. IKE Smart City reserves the right to make up for any lost impressions throughout the course of the campaign. This ensures no impressions are lost due to digital outages, or any period of time where space is otherwise unavailable.