

## DIGITAL BOARD SPEC SHEET

### Specifications:

#### Video/Animation Ads:

- Video Dimensions: 720x1205 pixels
- Video Format: .MP4 or .MOV file
- Video Length Options: 7.5 or 15 seconds

#### Static Ads:

- Static Dimensions: 720x1205 pixels
- Static Format: .JPG or .PNG file
- Color Mode: RGB
- Resolution: 72 DPI



### Style Options:

#### Video Only:

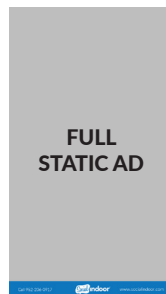
Full Screen HD Video Ad

#### Static Only:

Full Screen HD Static Ad

#### Static/Video:

Combination of video and static.  
(Perfect for pre-made videos/promos)  
Video placement varies upon request.



**Static Ad;  
No motion**



**Video/Animation;  
Motion Graphics**



**Static/Video;  
Video placed in a  
static ad**

## PRINT BOARD SPEC SHEET

### Specifications:

#### 17 x 11:

Bleed: 17.25" x 11.25"

Trim: 17" x 11"

Safe Zone: 16.5" x 10.5"

#### Men's Restroom:

Trim: 17" x 22"

Safe Zone: 16.5" x 21.5"

#### Women's Restroom:

Trim: 17" x 33"

Safe Zone: 16.5" x 32.5"

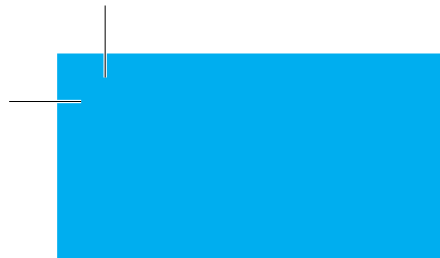
Resolution: **300 DPI**

Color Mode: **CMYK**

Measurement: **Inches**

#### File Requirements:

- + File Type: PDF (Photoshop, InDesign or Illustrator files accepted)
- + Submit full scale/300 DPI native, layered files in which the artwork was created
- + Flattened JPGs are not acceptable
- + Keep all logos, text and legal lines with LIVE AREA. If submitting inDesign, please package to include all your links and outside fonts
- + If artwork is not supplied correctly or approved within the timeline provided, there could be delays

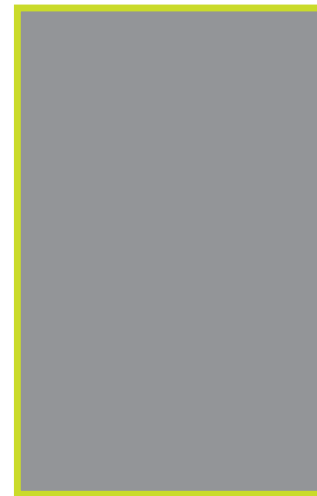


**PLEASE INCLUDE CROP MARKS**

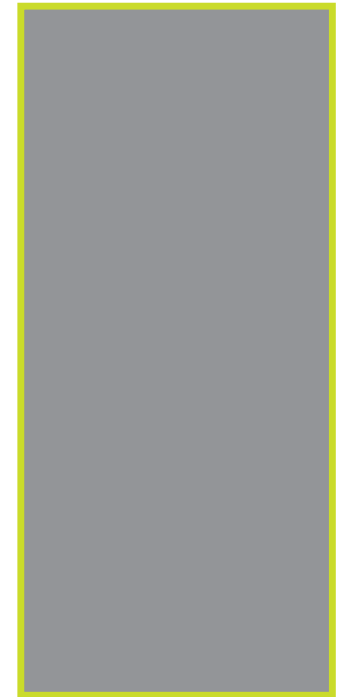
AN 1/8 INCH OF BLEED IS REQUIRED  
FOR US TO PROPERLY CUT PRINTS.



17" x 11"



17" x 22"



17" x 33"

**FINAL ART FILES *DUE 3 WEEKS***  
**PRIOR TO POST DATE**

Submit materials or questions to  
[eric.collier@socialindoor.com](mailto:eric.collier@socialindoor.com)