

Please design your still images and videos/animation files according to the guidelines below. These guidelines are specific to the **Velocity Media Network**.

Recommended programs: Adobe After Effects, Adobe Premiere, Adobe Media Encoder

VMS FINISHED CONTENT SPECS* [BY NETWORK]

NETWORK	FORMAT	RESOLUTION	DIMENSIONS	ASPECT RATIO	CODEC	FPS	BIT RATE	DURATION	AUDIO†	FILE SIZE
BAR & RESTAURANT (Behind the Bar)	jpg, png, mp4	72dpi	1080x1920 (Portrait)	9:16 (Portrait)	H264	N/A	N/A	:15, :30	No	<6MB (Images) <15MB (Video)
BAR & RESTAURANT (Main Bar)	jpg, png, mp4	72dpi	1080x1920 (Portrait) 1024x1820 (Portrait) 1024x768 (Landscape) 1366x768 (Landscape) 1280x720 (Landscape) 1920x1080 (Landscape)	9:16 (Portrait) 16:9 (Landscape) 4:3 (Landscape)	H264	N/A	N/A	:15, :30	No	N/A
CINEMA	jpg, png, mp4	72dpi	1080x1920 (Portrait) 1920x1080 (Landscape) 1970x3390 (70" Portrait)	9:16 (Portrait) 16:9 (Landscape)	H264 (Main Profile)	30, 23.976	10-30 Mbps	:15, :30	Yes	N/A
C-STORE (Walk-Up Screens)	png, mp4	72dpi	1366x768 (Landscape)	16:9 (Landscape)	H264 (Main Profile)	29.97 (Drop Frame)	10 (CBR)	:10	N/A	<3MB
C-STORE (Ad Boards)	jpg, png, eps, mp4, mpv, avi, flv, wmv	72dpi	1920x540 (2x1 Landscape) 1080x480 (4x1 Portrait) 1620x480 (6x1 Portrait) 1890x480 (7x1 Portrait)	N/A	H264 (Main Profile)	29.97 (Drop Frame)	10 (CBR)	:10	N/A	<100MB
GROCERY (NYC)	jpg, png, mp4	72dpi	1920x1080 (Landscape)	16:9 (Landscape)	H264	30, 23.976	N/A	:15, :30	Yes	N/A
GROCERY (Redbox)	jpg, png, mp4	72dpi	1920x1080 (Landscape)	16:9 (Landscape)	H264 (Main Profile)	30, 23.976	10-30 Mbps	:15	No	N/A
HOSPITALITY	jpg, png, mp4	72dpi	1920x1080 (Landscape)	16:9 (Landscape)	H264 (Main Profile)	30, 23.976	10-30 Mbps	:15, :30	No	N/A
RETAIL/URBAN	jpg, png, mp4	72dpi	1080x1920 (Portrait)	9:16 (Portrait)	H264	30, 23.976	N/A	:15, :30	Yes	N/A
TRANSIT	jpg, png, mp4	72dpi	1080x1920 (Portrait) 1920x1080 (Landscape)	9:16 (Portrait) 16:9 (Landscape)	H264	30, 23.976	N/A	:15, :30	Yes	N/A

Resolution provided is for **full screen** content only. Zoned content can be provided at sizes dependent upon project needs.
Templates (including bezel representation) for design and final output can be provided upon request for applicable networks.

FINISHED MEDIA* [GENERAL]

FILE TYPE	FORMAT	RESOLUTION	DIMENSIONS	ASPECT RATIO	CODEC	FPS	BIT RATE	CHROMA	AUDIO†
VIDEOS & ANIMATION	mp4	72dpi	1080x1920 (Portrait) 1920x1080 (Landscape)	9:16 (Portrait) 16:9 (Landscape)	H264 (Main Profile)	30, 23.976	10-30 Mbps	4:2:2	Multi-Channel PCM 48kHz 16 bit Stereo (Little Endian) 5.1 (If Applicable)

†Audio not applicable to all networks and/or campaigns. Dimensions are specific to project/campaign. Please check with the project manager or sales representative prior to file output.

FILE TYPE	FORMAT	RESOLUTION	DIMENSIONS	ASPECT RATIO
IMAGES	jpg, png	72dpi - 300dpi	1080x1920 (Portrait) 1920x1080 (Landscape)	9:16 (Portrait) 16:9 (Landscape)

Resolution provided is for **full screen** content only. Zoned content can be provided at sizes dependent upon project needs.

ARTWORK [VMS DESIGN SERVICES]

FILE TYPE	FORMAT	RESOLUTION
CREATIVE ASSETS (Layered/Vector)	Layered PSD or TIFF, AI, EPS, INDD, PDF, PNG, JPG	Highest Resolution Artwork Available (300dpi)
Fonts provided and/or text converted to outlines		

Content created by VMS is subject to a custom quote and timeline. Please contact the project manager or sales rep for details.

*Artwork is due **10-15 BUSINESS days** prior to campaign start date, depending on the network. Failure to comply with the above specifications **OR CREATIVE DELIVERY DEADLINE** may delay and/or result in posting **DELAYS**.

Campaign includes one creative asset unless otherwise agreed upon. Creative or scheduling changes adhere to the same deadlines. **Cost is \$1,000 per creative change or addition.

***This information is intended to be a guide only, for single display output. Multi-display output and multi-configuration output require customized content specifications that can be provided upon display installation.

Artwork Submission & Questions Contact: creative@velocitymsc.com