

Technical Requirements for Artwork Delivery

THE PARKWAY: 947 LANSDOWNE ST. W, PETERBOROUGH, ON



Full colour. Full video.

Static image delivery: JPEG (RGB colour space), 640 x 480 pixels

Video delivery: 10 second spots. 640 x 480 pixels, 29.97 fps
uncompressed AVI

Creative Guidelines for Finished Artwork:

- Cannot contain sign copy that creates the effect of shaking, spinning, twirling, pulsing or flashing.
- Make video, images, logos and text as big as possible
- There is no title or action safe area. Content is visible to the edge on all sides.

When Providing Source Files to our Creative Team:

- For graphics and logos, high quality vector files (EPS, AI, PDF) are preferred
- Video can be in any file format but Quicktime is preferred. Pixel dimensions should be between 640 x 320 and 1920 x 1080 (HD)
- For photography and other images, high quality PSD, JPG, PNG are preferred

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