

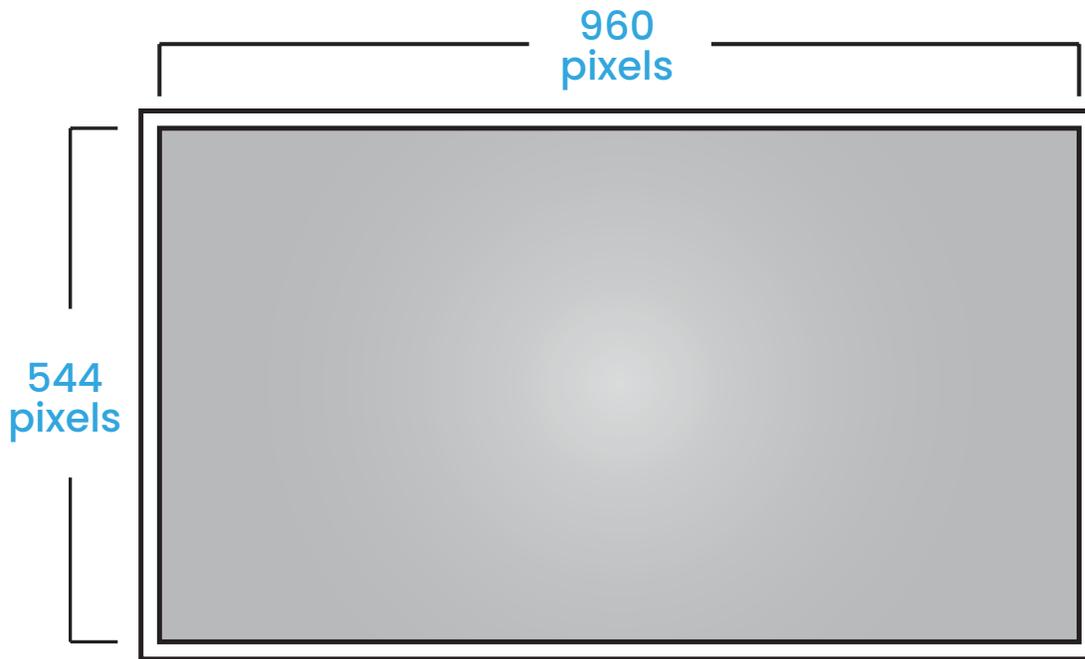
DIGITAL SPECTACULAR LED YONGE SHEPPARD CENTRE



This document covers the production specs to build ads for the YSC Digital Spectacular LED. Best practices for producing effective and attractive visuals. What files to send our production team to build your ads in full-motion video. Uploading artwork to our WeTransfer page.

DIGITAL SPECTACULAR LED TECHNICAL SPECIFICATIONS

Yonge Sheppard Centre LEDs East and West are both 29' feet diagonally with a total pixel resolution of 960x544px. Note: 1920 x 1080 can also be supported and will be downscaled.



Content Resolution	Pixel Geometry	Aspect Ratio	Frame Rate	Encoding	Recommended bit rate	Recommended font size	Static images	Video length
960 x 544 pixels	Square (1:1)	16:9	30 FPS	Mpeg 4 (H:264)	4-8 Mbit/Sec	60 pt	PNG, Photoshop, Jpeg, Tiff	10 seconds

CREATIVE RECOMMENDATIONS

- Simplicity is the best strategy for an effective message.
- Text should be large, bright and good contrast from the background.
- Avoid text over busy background.
- Avoid very thin text on bright backgrounds.
- 5 words per 5 seconds is a good system to follow. Small fonts or lots of text is ineffective.
- Test your creative: <http://www.neo-oo.com/en/be-creative>
- Animations are more effective than static. (We provide in-house production at a reduced rate for advertisers)

IN-HOUSE PRODUCTION

- We offer full in-house video production for clients, tenants and property owners.
- You send us your creative assets and we'll bring them to life.
- We have a deep commitment to delivering high quality production and how best to utilize the medium.

FILE FORMATS

We accept most digital documents; Photoshop, Illustrator, InDesign After Effects projects, C4D, Element 3D.

File formats; .Jpeg, .PNG, .ai, .eps, .psd, .tiff.

DELIVERING YOUR CONTENT

CREATIVE DEADLINES

Final creative (video or static) that has been built to spec should be delivered **5 business days** prior to the start date. Any creative delivered under 5 days could be subject to delays. Creative being produced by the Neo production team requires 10 business days prior to the start date.

ELECTRONIC DELIVERY

Files can be uploaded to our WeTransfer

<https://neo-oooh.wetransfer.com>

After successfully uploading all your creative assets please send an email to production@neo-oooh.com along with the contract number the creative is for. We'll verify with you that everything meets our specifications.

IMPORTANT: If no acknowledgment is sent by Neo within 24 hours after sending your material, it is your responsibility to contact us to follow up as for the receipt of your advertising material.

PRIVACY

Files will be deleted once we've downloaded them from WeTransfer. Nobody but Neo has permission to download files.

Neo has final approval on all creatives submitted

FOR ANY QUESTIONS PLEASE CONTACT
OUR PRODUCTION TEAM

production@neo-oooh.com

3700 St-Patrick, Suite 318, Montreal, Qc, H4E 1A2

neo-oooh.com

