

# DIGITAL WALL

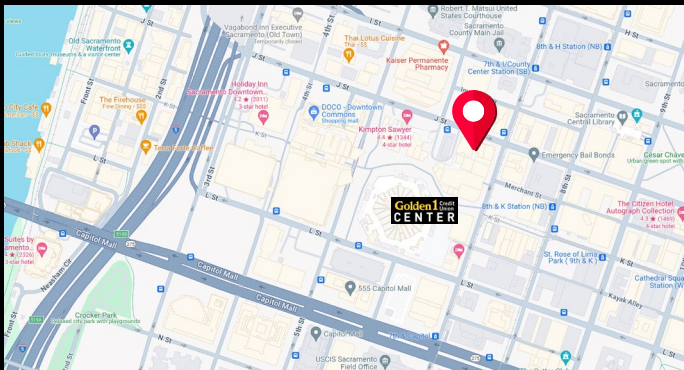
## SAC-1008

GEOPATH ID: TBD

 660 J Street  
Sacramento, CA 95814

When leaving the Golden 1 Credit Union or any of the mixed-use offices in this newly designed four-story building, this sign can not be missed. Surrounded by bars, restaurants, shops whether walking or driving this beautiful sign will catch your eye.

<b>Size:</b> 29'H x 11'W	<b>Weekly IMPs:</b> TBD	<b>Facing:</b> West
<b>Latitude:</b> 38.58151903	<b>Longitude:</b> -121.4983902	<b>Read:</b> Right-hand



DC Office: 202.337.1839



chris@capitoloutdoor.com



CapitolOutdoor.com



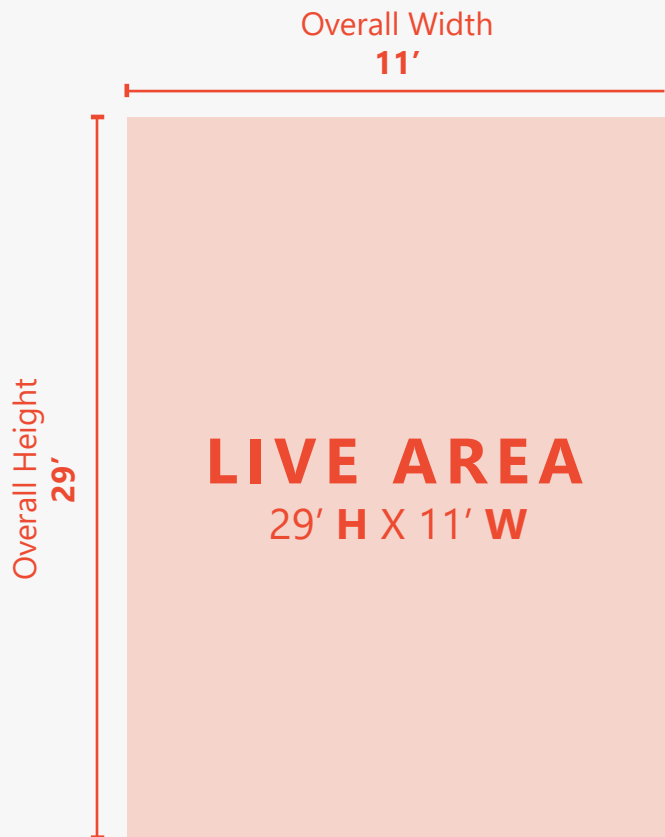
CAPITOL

# DIGITAL WALL

# SAC-1008



**Location:** 660 J Street | **Area:** Sacramento | **Substrate:** Digital



## Art/Production Guidelines



### SIZE & PRODUCTION

29 feet tall by 11 feet wide. Illumination is 12 hrs.

- 18 hours a day between 6am and midnight.  
Ads will run 8 second spots on a 64 second loop.

**PIXEL SIZE:** 870 px tall x 330 px wide

**RESOLUTION:** 72 DPI

**RECOMMENDED FORMAT:** JPG, PNG, BMP or GIF files

**COLOR MODE:** RGB

**COLOR DEPTH:** 24 Bit RGB

**TERM**

➤ **MAX OF 3 CREATIVES  
PER SPOT PURCHASED**



### SHIPPING

John@capitoloutdoor.com



3286 M Street, NW 3rd Floor, Washington, DC 20007



**DC Office:** 202.337.1839



chris@capitoloutdoor.com



CapitolOutdoor.com



**Location:** 660 J Street | **Area:** Sacramento | **Substrate:** Digital

# Art/Production Guidelines

## RESOLUTION

- 870H x 330W 10mm LED | The CMS is going to be Navori <https://www.navori.com/>

## IMAGE

- PNG with transparency, JPG, BMP

## AUDIO

- MP3

## HTML

- HTML5, interactivity and web page authentication supported. Live URLs and download-and play zipped HTML5 content

## STREAMING

- **Unicast:** HTTP H264 video streams, HTTPS, mms2, RTSP
- **Multicast:** UDP, with H264 codecs @1080p

## VIDEO

- Full HD - MP4 H264 @30-60 FPS, 4K - MP4 H265 @30-60FPS, WMV, MOV (Quicktime H264)

## NAVORI TEMPLATES/TICKERS:

- Multi-layer, multiple media zones, playlists, data feeds (incl. social media) and data grids

## DATA FEEDS

- Media RSS, XML, Navori hosted data feeds including images, Office 365 and Google Calendar, Facebook, Twitter

## ARTWORK SIZE & PRODUCTION

- We recommend creating content in the same pixel dimensions as the display. **870H x 330W**

## COLOR MODE

- RGB

## RESOLUTION

- 72 DPI

## RECOMMENDED FORMAT

- PNG, BMP, JPEG

## FRAME RATE

- 29.97

## FPS COLOR DEPTH

- 24 Bit RGB

➤ **MAX OF 3 CREATIVES PER SPOT PURCHASED**