

FULL
MOTION

MARQUEES

Capital One[®]
Arena

Name: Corner

Size: 400px H x 1,536px W

Resolution: 16/32mm LED

WASHINGTON, DC



FULL
MOTION

MARQUEES

Name: Displays 1 & 2

Size: 720px H x 1,536px W

Resolution: 6mm LED

Capital One[®]
Arena

WASHINGTON, DC



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



DC Office: 202.337.1839



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[CapitolOutdoor.com](https://www.CapitolOutdoor.com)

FULL MOTION

MARQUEES

Location: Capital One Arena | **Area:** Washington, DC | **Substrate:** Digital



WASHINGTON, DC

File Formatting & Content Submission

NAME	HEIGHT	WIDTH	RESOLUTION
Displays 1 & 2	720 px	1,536 px	6mm LED
Corner	400 px	1,536 px	16/32mm LED
Corner Seam at 768 px			

VIDEO & ANIMATION

FORMATS: H.264 MOV, H.264 MP4, SWF

DURATION: 15 seconds. ***All files to play simultaneously must be the exact same # of frames.***

COLOR: 24 bit RGB

FRAME RATE:

29.93 or 59.94 FPS

RESOLUTION: 72 DPI

SQUARE PIXEL AUDIO: None

STATIC GRAPHICS

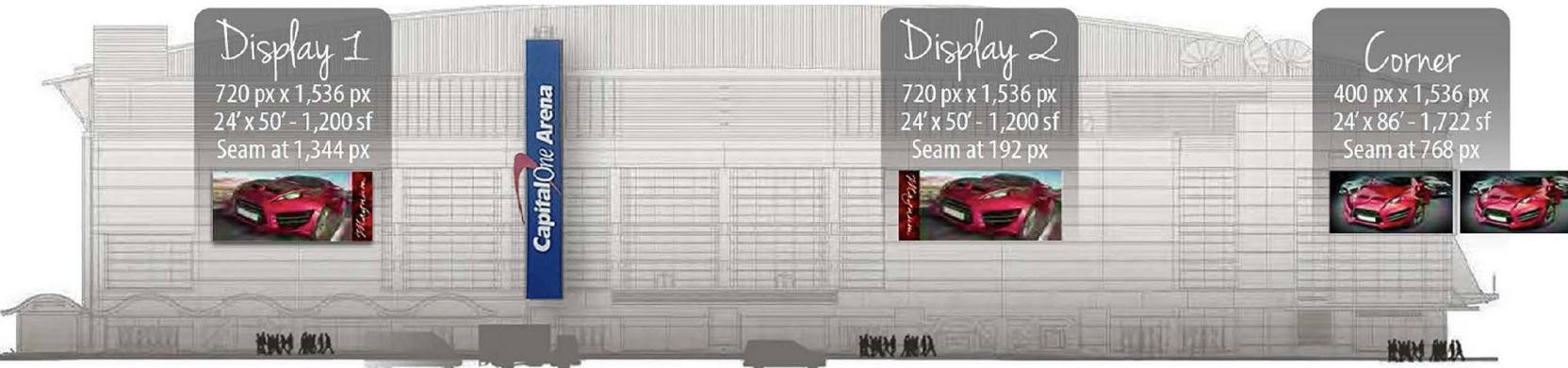
FILE FORMATS: JPG, GIF, BMP or PNG

COLOR: 24 bit RGB

RESOLUTION: 72 DPI

SQUARE PIXEL QUALITY: 80 (Very High)

OPTIMIZED: Yes



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File Naming

Please use the content nomenclature below to ensure proper scheduling of the content.



Name

Advertiser Name

Campaign

Name that describes the creative

101214 Advertiser Campaign Display 1

Date

Use upload date
(MMDDYY) for tracking
most up-to-date content
copies for the specific
campaign.

Screen

Name of the screen on which
the content should display

- Display1
- Display2
- Corner