


# DIGITAL WALL

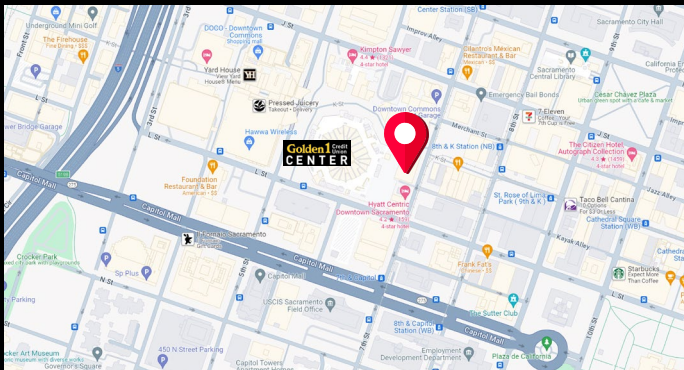
## SAC-1004D

GEOPATH ID: 30883249


 630 K Street  
Sacramento, CA 95814


At the corner of 6th St. and L St. in downtown Sacramento this unit is adjacent to busy K St., and a main entrance to the Golden 1 Center. The light rail passes nearby in addition to the constant flow of daily commuter traffic. At night this corner becomes alive as one of the largest parking garages for the arena faces this unit and thousands of cars pass by.

<b>Size:</b> 45'H x 35'W	<b>Weekly IMPs:</b> 38,276	<b>Facing:</b> North
<b>Latitude:</b> 38.580125	<b>Longitude:</b> -121.49802	<b>Read:</b> Right-hand



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 [CapitolOutdoor.com](http://CapitolOutdoor.com)





# DIGITAL WALL

# SAC-1004D



**Location:** K Street | **Area:** Sacramento | **Substrate:** Digital

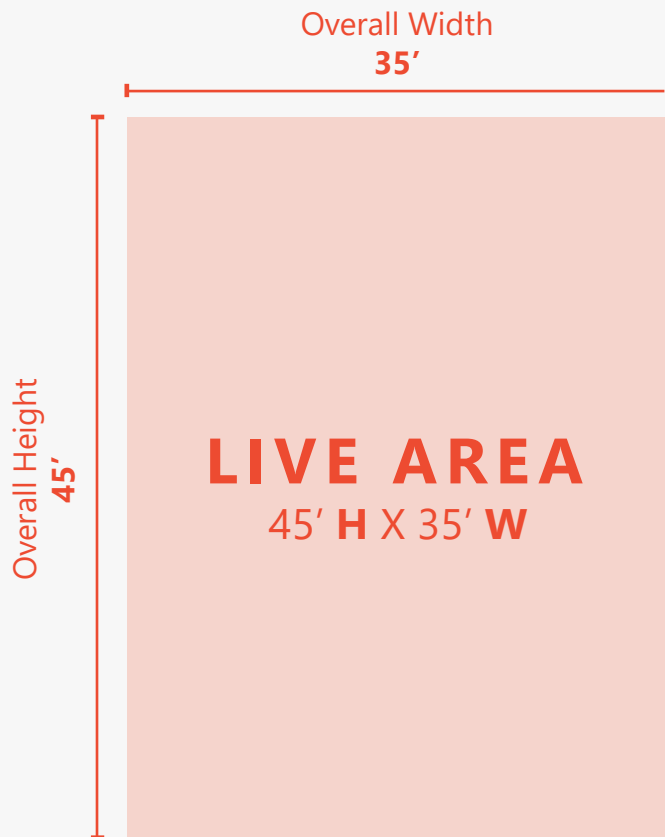


DIGITAL  
WALL

**SAC-1004D**



**Location:** K Street | **Area:** Sacramento | **Substrate:** Digital



## Art/Production Guidelines



### SIZE & PRODUCTION

45 feet tall by 35 feet wide. Illumination is 12 hrs.



### TERM

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

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



### SHIPPING

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**Location:** K Street | **Area:** Sacramento | **Substrate:** Digital

# Art/Production Guidelines

## RESOLUTION

- 1440H x 1024W 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. **1440H x 1024W**

## 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**