

FULL  
MOTION

# MARQUEES

Name: Corner

Size: 400px H x 1,536px W

Resolution: 16/32mm LED



WASHINGTON, DC



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



DC Office: 202.337.1839

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# FULL MOTION MARQUEES

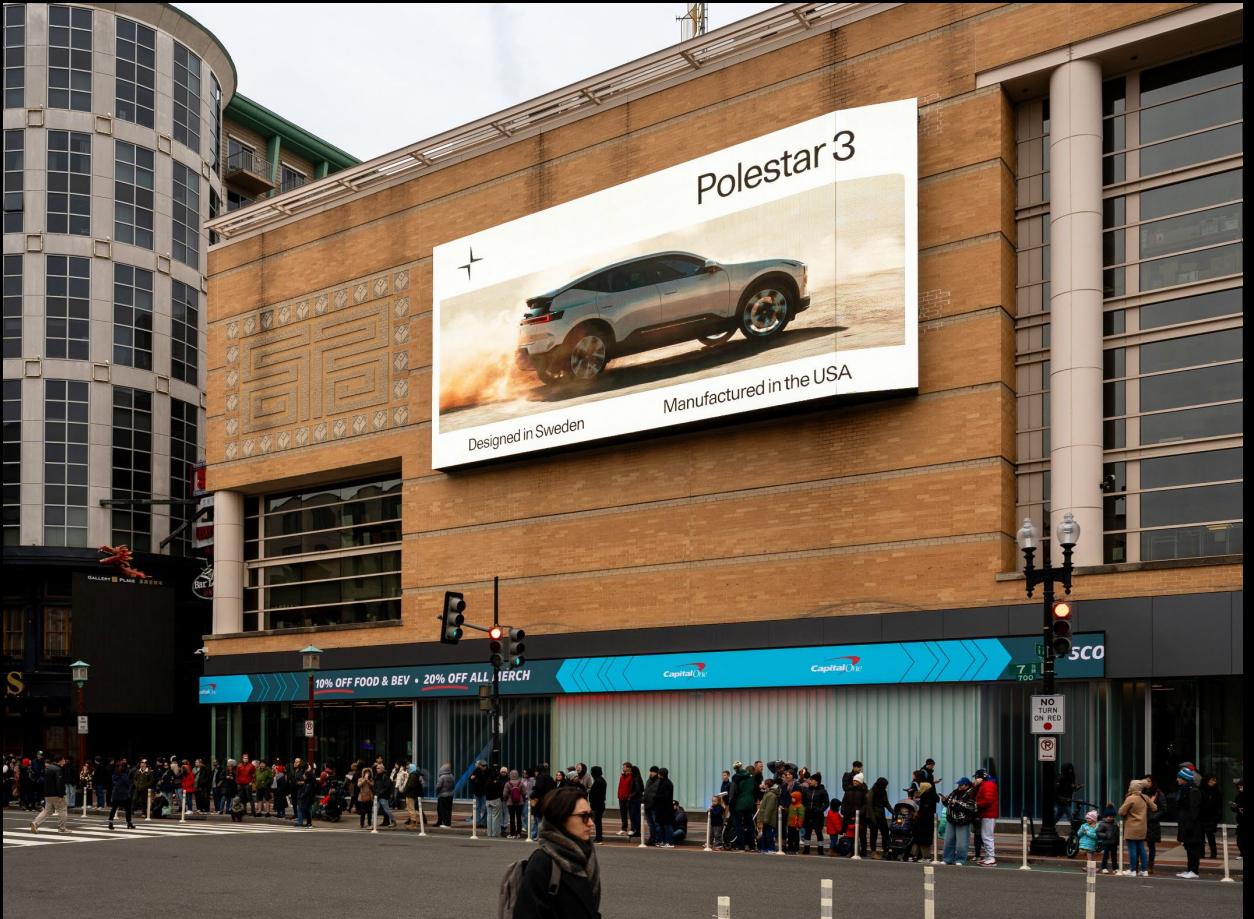
**Name:** Displays 1 & 2

**Size:** 720px H x 1,536px W

**Resolution:** 6mm LED



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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
<b>Corner Seam at 768 px</b>			



## 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



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