

Technical Requirements for Artwork Delivery

PETERBOROUGH, ON

The Parkway @ Lansdowne: 1000 Lansdowne St. W.



Full colour. Full video.

Static image delivery: JPEG (RGB colour space), 704 x 352 pixels @ 72 dpi

Video delivery: Duration: 09:29 seconds (9 seconds, 29 frames)
Frame Rate: 30 fps
Size: 704 x 352 pixels
Pixel Aspect: Square
Field Order: Progressive
Format: H.264 MP4
Audio: Off
Bitrate: VBR, Target 2mbps, Max 4mbps

Creative Guidelines for Finished Artwork:

- No animation that creates the effect of shaking, spinning, twirling, pulsing or flashing.
- Make video, images, logos and text as big as possible
- There is no title or action safe area. Content is visible to the edge on all sides.

When Providing Source Files to our Creative Team:

- For graphics and logos, high quality vector files (EPS, AI, PDF) are preferred
- Video can be in any file format but Quicktime is preferred. Pixel dimensions should be between 1280 x 720 and 3840 x 2160 (UHD)
- For photography and other images, high quality PSD, JPG, PNG are preferred

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