



EYE Play Artwork Specs

Jukebox Screen Types



17&19" Landscape 4:3 Ratio



32" Portrait Screen 9:16 Ratio

Or



EYE Play utilizes 17&19" 4:3 landscape and 32" 9:16 portrait advertising. Every execution should be provided as 4:3 landscape in static, full motion or interactive, as appropriate. Additionally, if the campaign calls for 9:16 portrait takeover ads, that should be provided **in addition** to the 4:3 landscape creative. Lastly, if a banner call to action is included please provide that in addition to the 4:3 landscape creative.

Static Ad Units

- .jpg or .psd formats
- **4:3 landscape:** .jpg at 1024 x 768px
 - For 4:3 landscape screens if the creative submitted is 16:9 landscape, we will add black bars to the top and bottom
- **9:16 portrait takeover:** .jpg at 1024 x 1820px

Banner Ad Units

- .jpg at 728 x 90px (728w x 90h)

Video Ad Units

- 4:3 landscape and 9:16 portrait
- 7.5-second, 15-second or 30-second in length
- HD higher than 720p with little to no compression
- H.264 preferred but any format will work

Interactivity

- Interactive clips launch a mini site developed in house. Usually has a call to action "**Touch Here**".

H.264 or MPEG-4 Part 10, Advanced Video Coding (MPEG-4 AVC) is a [video compression format](#) is currently one of the most commonly used formats for the recording, compression, and distribution of video content. The final drafting work on the first version of the standard was completed in May 2003, and various extensions of its capabilities have been added in subsequent editions. H.264/MPEG-4 AVC is a block-oriented [motion-compensation](#)-based video compression standard developed by the [ITU-T Video Coding Experts Group](#) (VCEG) together with the [ISO/IEC JTC1 Moving Picture Experts Group](#) (MPEG). The project partnership effort is known as the Joint Video Team (JVT). The ITU-T H.264 standard and the ISO/IEC [MPEG-4 AVC](#) standard (formally, ISO/IEC 14496-10 – [MPEG-4](#) Part 10, Advanced Video Coding) are jointly maintained so that they have identical technical content. H.264 is perhaps best known as being one of the video encoding standards for [Blu-ray Discs](#); all Blu-ray Disc players must be able to decode H.264. It is also widely used by streaming internet sources, such as videos from [Vimeo](#), [YouTube](#), and the [iTunes Store](#), web software such as the [Adobe Flash Player](#) and [Microsoft Silverlight](#), and also various HDTV broadcasts over terrestrial ([ATSC](#), [ISDB-T](#), [DVB-T](#) or [DVB-T2](#)), cable ([DVB-C](#)), and satellite ([DVB-S](#) and [DVB-S2](#)). H.264 is typically used for [lossy compression](#) in the strict mathematical sense, although the amount of loss may sometimes be imperceptible. It is also possible to create truly [lossless encodings](#) using it — e.g., to have localized lossless-coded regions within lossy-coded pictures or to support rare use cases for which the entire encoding is lossless.

CONTACT YOUR EYE SALES REP OR

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*Artwork is due 7 days prior to campaign start date

Failure to comply with the above specifications may delay and/or result in posting error.

