



**EYE delivers vibrant and impactful full-color advertising messages to our stand-alone digital LCD screens, powered by StopTips.**

## The Basics

### CONTENT LOOP

Content in the form of real-time train schedules runs continuously across the bottom of the screen. Commuters look at the screen often to get updated schedule and any delay information insuring engagement with the advertising. Ads run continuously on the top 3/4ths of the screen where 7.5 second spots play at least 1x every minute, 15-second spots 1x every 2-minutes and 30-second spots 1x every 4-minutes in our regular ad loop. Local news and live Twitter feeds accompany 2-spots in the ad loop to further enhance the consumer engagement experience.

Although we can often accept repurposed standard commercial spots, we recommend utilizing shorter ad lengths and more frequency because the consumer is typically on the go not having the dwell time to consume long ads. Static ads are best for most clients and ads with motion are best when they are short and impactful as opposed to longer in duration. Ads should stand alone without the need for sound to insure maximum impact.

#### Content

• Real Train Schedule • Weather • Twitter Feed

### ANIMATED LENGTH

EYE Commute network can support animated creative in :7.5, :15 and :30 second spots.

## Accepted File Types

**Static.** Accepted file types: JPG, PNG (maximum quality, no compression)

**Animated.** Accepted file types: GIF

## Dimensions

1280 pixels wide x 720 pixels high (Standard HD format)

72 dpi, RGB

## Creative Recommendations

- **Keep it Simple.** If you can't read the entire ad in 5 seconds or less, the ad is too long-winded. Simplicity is key.
- **Be Concise.** Commuters are on-the-go. Get your point across. Use a clear call-to-action.
- **Be Bold.** Use large, bold fonts. High color contrast is also recommended.
- **Be Relevant.** If you have an opportunity to customize your creative and your messaging for our network, a commuter has a very specific state of mind. Use that knowledge to your advantage.

## Custom by EYE

If you don't have your own art to run, EYE's creative service, Custom by EYE, can develop your messaging, from content to design. Contact your EYE sales representative for more information.

Creative files are due at least **7 business days** before your contract start date.

### FOR ALL QUESTIONS, CONTACT:

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