

Jukebox Screen Types

All screens can accommodate static &/or video.

Legacy 4:3



Wide 16:9



17" & 19" Landscape Screens

18.5" Landscape Screens

Tall 9:16



32" Portrait Screens

*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.

EYE Play utilizes 17" & 19" landscape, 18.5" landscape, and 32" portrait advertising. Every execution should be provided as 4:3 landscape, 9:16 portrait & banner in static, full motion or interactive (If campaign has an interactive element.)

Accepted File Types

Static Ad: .jpg or .psd

- **4:3 landscape:** 1024 x 768px
- **16:9 landscape:** 1366 x 768px
- **9:16 portrait:** 1024 x 1820px
- **Banner:** 728 x 90px

Note: If limited creative assets are available, letterboxing and pillarboxing can be applied to accommodate more screens.

Video Ad: H.264 preferred but any format will work, MPEG-4, and MPEG*

- 4:3 landscape, 16:9 landscape and 9:16 portrait
- 7.5-second, 15-second or 30-second in length (Can also accommodate longer length as well)
- HD higher than 720p with little to no compression

Mini-site / Interactivity

All campaigns have the option of adding an interactive element. While all ad units can technically be used to lead to an interactive experience (mini-site), most campaigns use a banner ad with a specific "touch here to play" or other call to action. EYE will work with your agency to create the custom multi-page interactive experience, which is in 4:3 landscape. See specs above for banner ad details.

Artwork Submission / *Artwork is due 7 days prior to campaign start date

Artwork for approval and production can be uploaded via We Transfer link below:
<https://eye-corp-media.wetransfer.com>

In We Transfer

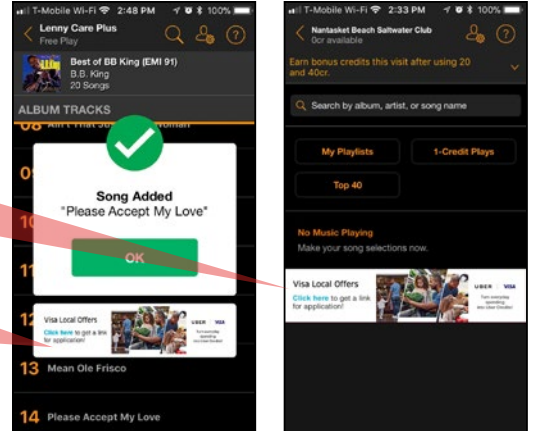
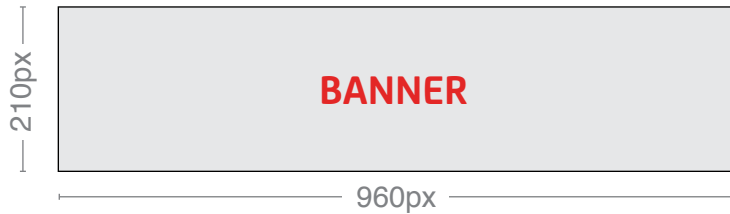
Email To: artworkapproval@eyecorpmedia.com
Message: (Please Include Creative Name and Advertiser as Reference.)

FOR ALL QUESTIONS, CONTACT:

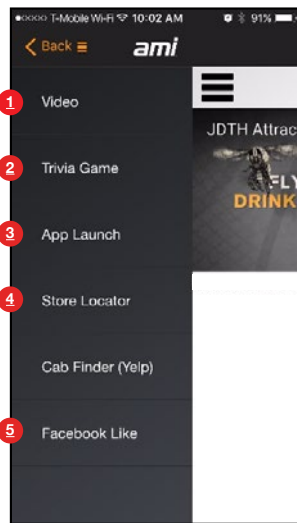
Erin May | Sales Operations Manager
 512 492 8930 | erinmay@eyecorpmedia.com

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

Mobile App - AMI Music



Additional features/content.



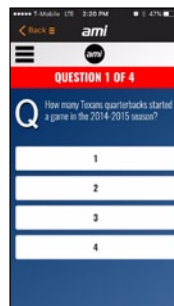
1 Video



On Android – video format stays as is when prompted to play

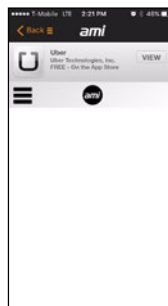
On iPhone – video expands to full screen

2 Trivia Game



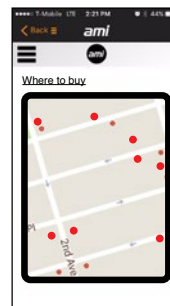
Include a trivia game about your product

3 App Launch



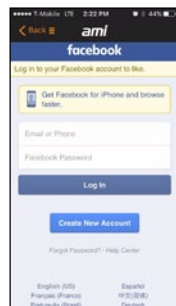
Users can download apps

4 Store Locator



Allow users to find a location of a store nearby

5 Facebook



Link to Facebook App

Dimensions

Banner: 960px X 210px
Resolution: 72 DPI

Trivia Game: 320px X 550px
Resolution: 72 DPI

Store Locator: 320px X 550px
Resolution: 72 DPI

Accepted File Types & Assets

- Banner:** .jpg
- 1 Video:** Youtube link
- 2 Trivia Game:** .psd of design layout & fonts
- 3 App Launch:** Name of app
- 4 Store Locator:**
 - .psd of design layout with a place holder of where map should go
 - excel spreadsheet including: each store name, address, city, state, zip code & long/lat/geocode.
- 5 Facebook Page:** URL

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