



Please design your still images and videos/animation files according to the guidelines below. These guidelines are specific to the **Velocity Media Network**.

**Recommended programs:** Adobe After Effects. Adobe Premiere, Adobe Media Encoder




ARTWORK ASSETS* [ DESIGN SERVICES ]	
FORMAT (Layered/Vector)	LAYERED PSD or TIFF AI, EPS, INDD, PDF PNG, JPG
RESOLUTION	Highest Resolution Artwork Available (300 dpi)
Fonts provided and/or text converted to outlines	

\*This is intended to be a content guide for providing assets for design services. Artwork assets need to be provided 4-6 weeks prior to launch date in order to be compiled, be approved and finalized.



STILL IMAGES [ FINISHED MEDIA ]	
FORMAT	PNG, JPG
DIMENSIONS	1920x1080 (Landscape) 1080x1920 (Portrait)

Resolution provided is for **full screen** content only. Zoned content can be provided at sizes dependent upon project needs.




BAR/C-STORE NETWORK [ FINISHED MEDIA ]	
FORMAT	PNG, JPG, MP4
DIMENSIONS	1820x1024 (Landscape) 768x1024 (Portrait) 768x1024 (Portrait)
ASPECT RATIO	16:9 (Landscape) 9:16 (Portrait) 4:3 (Landscape: Bar Only)

Content Specifications exclusive to the Bar & C-Store Networks.  
C-Store **Large Format Ad Boards** require customized specifications. Contact your sales rep for details.

\*\*Templates (including bezel representation) with documentation for design and final output can be provided upon request.

\*\*\*This information is intended to be a guide only, for single display output. Multi-display output and multi-configuration output require customized content specifications that can be provided upon display installation.



VIDEOS/ANIMATION [ FINISHED MEDIA ]	
FORMAT	MP4
DIMENSIONS	1920x1080 (Landscape) 1080x1920 (Portrait)
CODEC (VIDEO)	H264, Main Profile
FRAME RATE	30 fps, 23.976 fps
BIT RATE	10-30 Mbps
ASPECT RATIO	16:9 (Landscape) 9:16 (Portrait)
CHROMA	4:2:2
CODEC (AUDIO) <sup>†</sup>	Multi-Channel PCM 48kHz   16bit Stereo (Little Endian) 5.1 (if Available)
2.0 Stereo Channels <sup>†</sup>	Channel 1 (Left) Channel 2 (Right)
5.0 Stereo Channels <sup>†</sup> (if Available)	Channel 1 (Front Left) Channel 2 (Front Right) Channel 3 (Front Center) Channel 4 (Low Frequency) Channel 5 (Back Left) Channel 6 (Back Right)

Resolution provided is for **full screen** content only. Zoned content can be provided at sizes dependent upon project needs.

<sup>†</sup>Audio not applicable to all networks and/or campaigns. Please check with the project manager or sales representative prior to file output.

**Artwork Submission and Questions Contact:** [creative@velocitymsc.com](mailto:creative@velocitymsc.com)