



CBS spectacular

New York, NY

Specifications

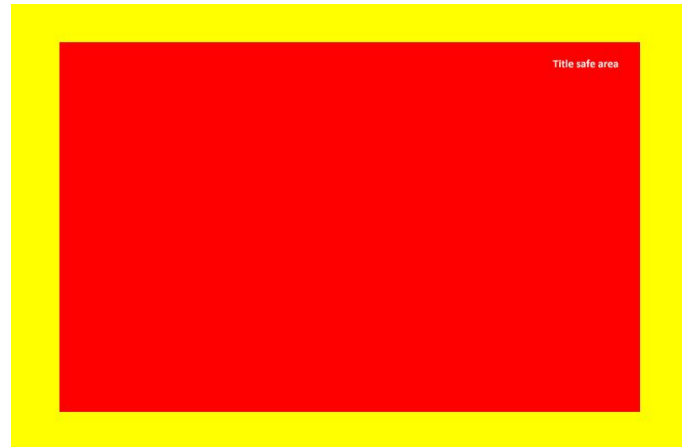
Creative is due 10 days prior to the start of a flight

FTP file in mp4 format using the following specification:

- frame size 720(w) x 480(h)
- select de-interlace
- use H.264
- image quality - highest
- frame rate = 30fps
- datarate 9500 or higher
- **Use standard Title Safe Guidelines**

For still image AD

- jpeg - 720 x 480 at 72dpi
- **Use standard Title Safe Guidelines**



FTP instruction

(Please send an email to Tony tso@xtronx.com when file is uploaded)

ftp.xtronxoutdoor.com
username: outdoorupload
password: OpenA1r

All material is subject to CBS and xtronx approval.

Design Tips:

- avoid using too much white in the background
- use larger and bolder fonts
- use longer duration for displaying types
- Follow standard Title Safe Guidelines