



# Macy's Vision

New York, NY

## Specifications

### Macy's Vision

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

FTP file in Quicktime format (mov) using the following specification:

- make file to dimension 416(w) x 288 (h)
- select de-interlace
- use H.264
- image quality - highest
- frame rate = 30fps
- minimum datarate 9500
- **Use standard Title Safe Guidelines**

For still image AD

- jpeg - 416 x 288 at 72dpi
- **Use standard Title Safe Guidelines**



### FTP instruction

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

ftp.xtronxoutdoor.com  
username: outdoorupload  
password: OpenA1r

**All material is subject to Macy's and xtronx approval.**

### Design Tips:

- avoid using too much white in the background
- use larger and bolder fonts
- use longer duration for displaying types
- use title safe area