Recommended Advertisement Design Parameters for

The LED Video Displays:

When designing advertising graphics, photographs and

videos for the video display, there are several guidelines to make your ad look great and appeal to the audience.

Graphics

- Create art work as a Vector Graphic file or a high resolution .JPEG or PNG type file that will scale easily with no loss of image quality.
- Most art work created for your business will already be designed in a Vector Graphic File format. Request a copy of this art work file from your designer.
- Do not convert graphics in the JPEG, PNG or Bitmap file format into a Vector Graphics file. This will only lock in the size limitations and imperfections in the artwork and the graphic will not scale or look good on the video display.
- Design Graphics for a 16x 9 aspect ratio if possible. The actual video display size is 9.5' x 5.5' or larger.
- Design Graphics using a canvas size of 6.34" x 3.6" @ 300 DPI. This will get allow the graphics to fit exactly into a 1920 x 1080 Display.
- Design your graphic with medium to large font sizes. Small fonts sizes are difficult to read on the display.
- Design your graphic with the understanding it will be displayed for 10-15 seconds per rotation. Make sure the main points of the ad are easily understood and legible in a 10-15 second viewing.
- Try not to design graphics with a predominantly white background. If your graphic has a great deal of white in the design such as black font over a white background, this can cause the display to be extremely bright, difficult to read and potentially distract players on the court.

Photographs

- Use the higher resolution settings on your camera or phone to insure the images are sharp and clear when projected on the video display. Use your medium to high resolution settings for best results.
- Use good lighting on your subject. Use your flash if the image is too dark.
- Focus your camera carefully so the image is sharp.
- Use a tripod to help steady shots and remove blur in low light situations.
- Take several shots to increase the chances of capturing a great image.
- Hiring a professional photographer will make your images look amazing and provide your business with a professional look.
- The video display aspect ratio is 16 x 9.
- Photos can be shot in both vertical and or horizontal orientation.
- Insure proper exposure for all photographs.

Videos

- Video Display Aspect ratio is 16 x 9.
- Preferred file type is .MP4 1920 x 1080p at 30fps or .MP4 1280 x 720P at 30 Frames per second.
- We can also use .WMV type files. Do not create .MOV video files.
- Design HD video ads which depict your product or service in a clear, professional manner.
- Your web address and phone numbers should be easily read and on screen long enough for a viewer to note the information. Keep in mind the viewer has only 10-30 seconds to view and absorb your message. The ad will be placed in the advertiser rotation and will repeat numerous times throughout the event.
- Advertisement should be 10 to 30 seconds in length. Ask you sales representative what length is best for your sponsorship package.
- Video advertisements supplied in a 4x3 aspect ratio and or standard resolution (non HD formats) are not recommended for use on the display.

AUDIO

Please note that advertisements created with audio tracks may not be run on the video display during a sporting events except when game play has stopped. This means your advertisement will not be viewed as often as an advertisement without audio. We recommend creating an advertisement that will work without an audio track. If you absolutely require an advertisement run with audio, we recommend that you also create a second advertisement that does not include audio to maximize your advertising effectiveness.