

# PRNEWswire's CREATIVE CONTENT SPEC

This page is designed to help you prepare your creative content for use in PRNewswire's MNR pages. Should you have any questions about our requirements or process, please reach out to a Project Manager via email at [release@prnewswire.co.uk](mailto:release@prnewswire.co.uk)  
Thank you!

## DELIVERING YOUR ASSETS TO PRNEWswire

**OPTION 1:** Small files can be emailed to [release@prnewswire.co.uk](mailto:release@prnewswire.co.uk)

**OPTION 2:** A secure site for transferring big files. Suggestions: WeTransfer, SendThisFile, Hightail or Dropbox (If using one of these sites, please have files sent to [release@prnewswire.co.uk](mailto:release@prnewswire.co.uk))

## DESIGN & IMAGE SPECS

### LOGOS

- ❖ 200 dpi minimum (transparent backgrounds best)

### IMAGE GALLERY

- ❖ 300 dpi and 2700 pixels on the longer side for the photo gallery (best for hi-res)
- ❖ Sizing minimum: 72 dpi, 640x480 pixels

### TIMES SQUARE

- ❖ 300 dpi, 9 inches on the longer side, RGB mode, .jpg file

### BACKGROUND IMAGES AND DESIGN FILES

- ❖ Best quality: 2400 x 1400 pixels
- ❖ NOTE: Layered .PSDs (Photoshop files) are recommended for design files

## VIDEO SPECS

These are the minimum requirements you can provide higher quality video files. Please do not send uncompressed files due to their size. Files with a 16x9 aspect ratio are also acceptable. We can format the file to fit the player on the MNR page.

## BROADCAST QUALITY VIDEO SPECS

	SD MPEG2 (4:2:2)	SD MPEG4	HD MPEG4 1280x720	HD MPEG4 1920x1080
Window Size	720x480	720x480 (NTSC)	1280x720 (720p)	1920x1080 (1080p)
Frame Rate*	29.97 FPS	29.97 FPS	30/29.97 FPS Progressive	30/29.97 FPS Progressive
Video Bitrate*	8 Mbps constant	4 Mbps constant	8 Mbps constant	12 Mbps constant
Video Codec	MPEG Layer 2	MPEG 4, H.264	H.264	H.264
Pixel Format	Non-Square	Non-Square	Square	Square
Audio Bitrate	320 kbps	128 Kbps	128 Kbps	128 Kbps
Audio Codec	MP3 (44kHz stereo)	AAC (44kHz stereo)	AAC (44kHz 16 bit stereo)	AAC (44kHz 16 bit stereo)
Multiplexe (Muxed)	Yes	Yes	Yes	Yes

\* Please pay particular attention to the **frame rate** and the **bitrate** when supplying your video files. These are usually the 2 components that keep a video file from being considered "broadcast quality."

\*\* A .wmv can be used for a streaming video, but it is not high enough quality to use as a downloadable broadcast quality video.