

# MULTIVU CREATIVE CONTENT SPEC SHEET

This page is designed to help you prepare your creative content for us. Should you have any questions about our requirements or process, please contact a Project Manager at [multivuonline@multivu.com](mailto:multivuonline@multivu.com).

## IMAGE & DESIGN SPECS



### LOGOS

200 dpi minimum (.eps files are best, as they have a transparent background)



### HERO IMAGE (TOP OF THE PAGE)

1900 pixels x 600 pixels (should be screen-width and not very tall)



### MULTIMEDIA GALLERY

- 300 dpi and 2700 pixels (9 inches) on the longer side
- Sizing minimum: 72 dpi, 640x480 pixels



### TIMES SQUARE

- 300 dpi and 2700 pixels (9 inches) on the longer side, RGB mode, .jpg file
- We will scale your image to fit the board



### DESIGN FILES

- Layered .PSDs (Photoshop files) are recommended for design files
- We can work with style and branding guidelines - please share specific requests with the team
- Animated GIFs should be less than 3 MB

## AUDIO-VISUAL SPECS

### VIDEOS

These are minimum requirements; you can provide higher quality files. Files with a 16x9 aspect ratio are also acceptable. Please pay particular attention to the frame rate and the bitrate.

### MULTIVU: BROADCAST QUALITY VIDEO SPECS

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

\* A .wmv can be used for a streaming video, but it is not high enough quality to use as a downloadable broadcast quality video. This can have negative impact if you are hoping for media coverage of your content.

### AUDIO FILES

MP3 / MPEG layer 3 audio / 128k (44kHz Stereo)

### MICROSOFT WAV

PCM uncompressed / 44kHz stereo