

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.

IMAGE & DESIGN SPECS

-  **LOGOS**
200 dpi minimum (.eps files are best, as they have a transparent background)
-  **HERO IMAGE (TOP OF THE PAGE)**
2600 pixels x 820 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
-  **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
PDF files should be less than 10 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

	1080p AVC	720p AVC	1080p HEVC	UHD (2160p) HEVC
Window Size	1920 x 1080	1280 x 720	920 x 1080	3840 x 2160
Frame Rate*	29.97 or 23.98 (Progressive unless 1080i then Interlaced fields)	29.97 or 23.98	29.97 or 23.98	29.97 or 23.98
Video Bitrate*	8 Mbps	4 Mbps	4 Mbps	16 Mbps
Profile	Main	Main	Main	Main
Wrapper	MP4 or MOV	MP4 or MOV	MP4	MP4
Video Codec	AVC	AVC	HEVC	HEVC
Pixel Format	Square	Square	Square	Square
Audio Bitrate	128 kbps	128 kbps	128 kbps	128 kbps
Audio Codec	AAC (44kHz 16 bit stereo)	AAC (44kHz 16 bit stereo)	AAC (44kHz 16 bit stereo)	AAC (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

PDF FILES

PDF / File size 10 MB or less