

# **Artwork & Content Specifications & Guidelines**



**STADIA SOLUTIONS**

# Digital Guidelines

Our concourse TV screens are all between 37 and 55 inch screens and mounted slightly above head height. The majority are 42 inch.

## Panel 1:

- The 'main' part of the screen
- 16:9 ratio content
- Nine of our eleven TV clubs can play audio and standard TV spots or other video files in 16:9 ratio (YouTube content etc.)
- Static content can also be supplied (such as jpg/png file) **but we always recommend some form of dynamism to the content** to take full advantage of screen capabilities

## Panel 3:

- Banner across the bottom of the screen
- Can play full video content, **without** audio
- You can supply either static (jpg/png etc.) or video files (mp4)
- These panels are able to support live updates & live info via RSS feeds (ask your account handler if you aren't sure).

## Deadlines:

- Finished files are needed at least **three workings days** before the required start date to allow for file checking and club sign off

## Creative Design:

- We offer a free basic design service (scrolling static slides) and a pro version for £150 per advertisement. Please ask your account handler for a quote.

## Panel 1 Details

**Panel size:** Please supply at 1920 (h) x 1080 (w), although we may need to scale down to 1600 x 900 or 1280 x 720 for two of our clubs (we will do this for you free of charge)

### Audio:

44 khz stereo

### Frame rate:

25 fps

### Duration:

30 seconds

### File formats:

MP4, MOV (JPEG for static)



## Panel 3 Details

**Panel size:** 1600 (w) x 150 (h)

### Audio:

none

### Frame rate:

25 fps

### Duration:

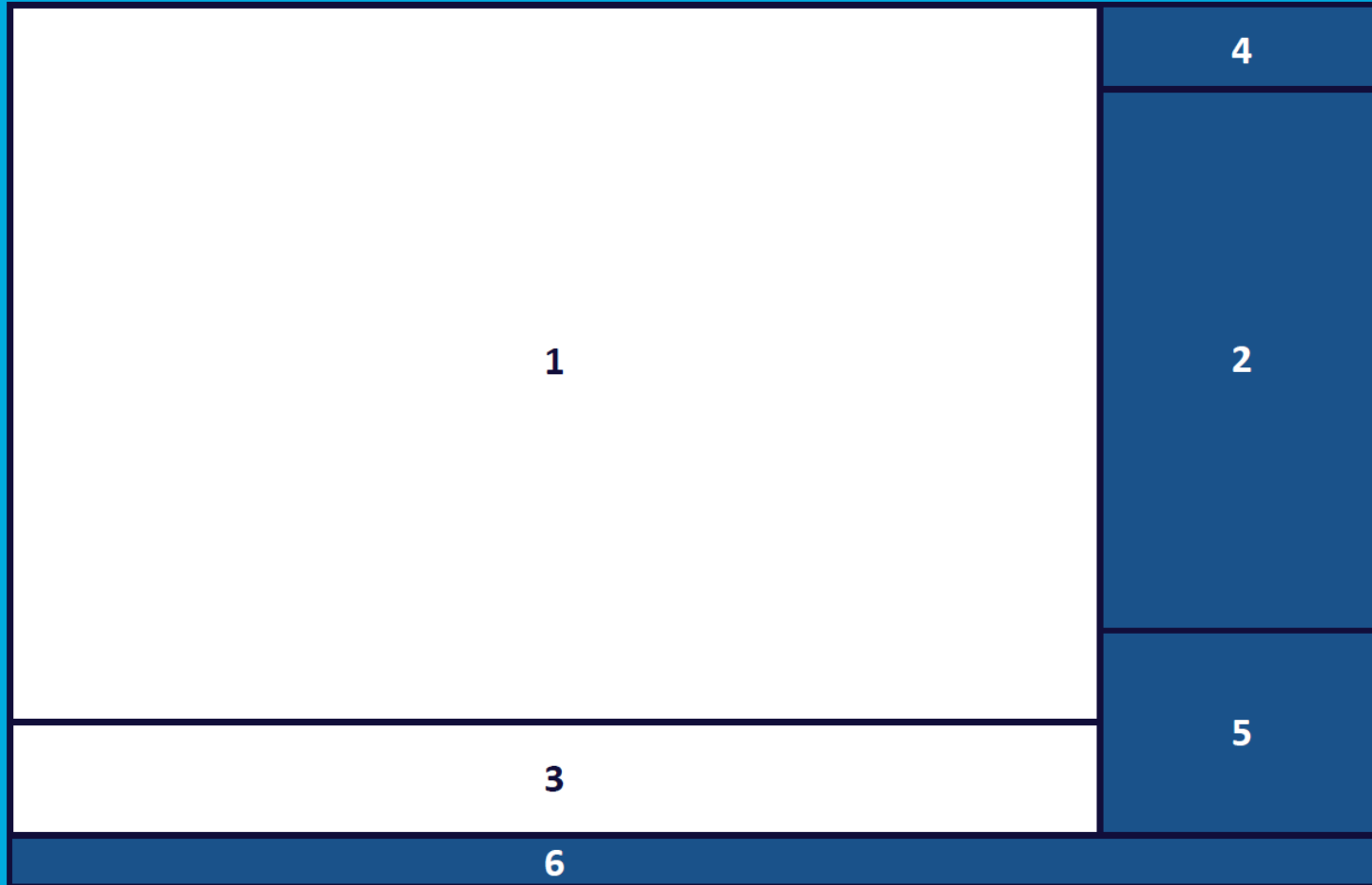
Ten second multiples

### File formats:

MP4, MOV (JPEG for static)



# Digital specs



## Specifications & formats

### Panel 1

**Size:** 1920x1080, 1600x900 or 1280x720 pixels

**Aspect Ratio:** Square Pixels 16:9

**Frame Rate:** 25 fps

**Duration:** 30 seconds

**Audio:** 44 khz Stereo

**Formats:** MP4, MOV or JPEG (static)

### Panel 3

**Size:** 1600x150

**Aspect Ratio:** Square Pixels

**Frame Rate:** 25 fps

**Duration:** 10,seconds

**Audio:** None

**Formats:** MP4, MOV or JPEG (static)

**Panel 2,4,5 & 6** - Club content and stats only.

# Poster Specifications

## Six Sheets/concourse posters:

Our six sheet concourse posters are placed in communal areas of stadia concourses, in areas people gather around the ground, or in positions people are walking to and from the stands.

All are 1200mm (4ft) wide and 1800mm (6ft) tall but the frames we use do vary from club to club so please pay close attention to the specs detailed here (work to a safe copy area of 1720mm x 1020mm)

Send all final files to [media@stadiasolutions.com](mailto:media@stadiasolutions.com)

**Artwork Deadline:** 10 workings days prior



## Detail:

**Margin** (area around edges potentially covered): 40mm

It is fine to have background imagery in these 40mm margins where the frame overlaps (red area below), **but please do not place any important text there**

### Poster Size:

1200mm(w) x

1800mm(h)

### Bleed:

20mm

### Safe Copy Area:

1720mm x 1020mm

### Paper weight used:

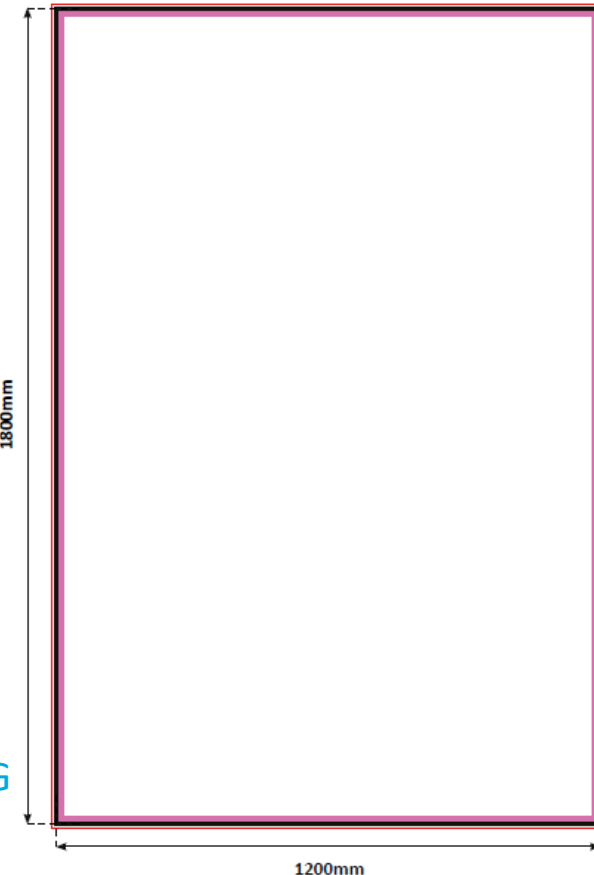
minimum 135gsm

### Artwork formats:

high resolution

(300dpi) PDF or JPEG

to start with



# Poster Specifications

## A3/washroom posters:

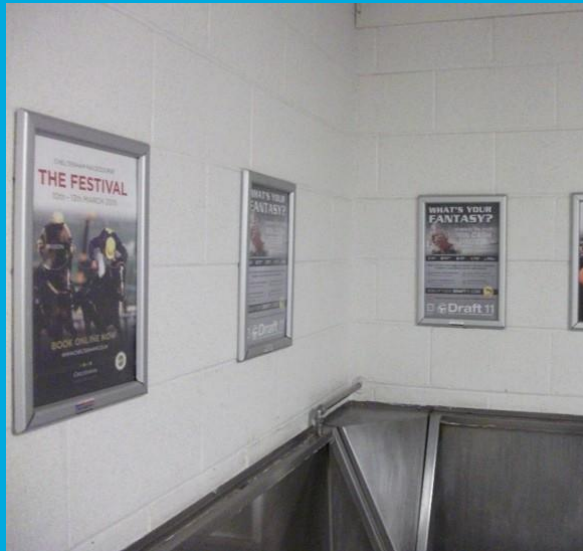
Our A3 washroom posters are placed in the washrooms on the stadium concourses, mostly (although not exclusively) in the gents' washrooms above the urinals.

As these are seen for a relatively long period of time (30-60 seconds per visit) we encourage longer copy form; the audience definitely has time to read it as there's not much else to look at in the environment they are in.

The frame design does vary slightly from club to club so please make sure you do not place anything important in the **margins** detailed to the right as it may get covered by the frame edges.

Send all final files to [media@stadiasolutions.com](mailto:media@stadiasolutions.com)

**Artwork Deadline:** 7 working days prior to campaign start date



## Detail:

### IF WE ARE PRINTING FOR YOU

**Paper size:** 297mm (w) x 420mm (h)

**Printed area:** 288mm (w) x 407mm (h)

**Bleed:** NO BLEED AREA

**Margin (area around edges potentially covered by our frame edges):** 20mm. OK to have background imagery in the margin, but **please do not place anything important in there**

**Artwork formats:** high resolution (300dpi) PDF or JPEG

### IF YOU ARE DELIVERING FINISHED POSTERS TO US

**Paper size:** 297mm (w) x 420mm (h)

**Margin:** 26mm – please ensure nothing of importance is printed within 26mm of the edge of the paper

**Paper weight:** minimum 135gsm (reverse printing is strongly recommended)

**Delivery address:** Please contact your rep for information or email [media@stadiasolutions.com](mailto:media@stadiasolutions.com)

**IF YOU HAVE ANY QUESTIONS AT ALL PLEASE EMAIL [MEDIA@STADIASOLUTIONS.COM](mailto:MEDIA@STADIASOLUTIONS.COM) OR CALL 020 7100 4545**

# General information

## Design service:

- If you would prefer us to design your advertisement(s) please let one of the team know (details on the right)
- We offer both basic free and 'pro'/paid-for services

## Club approvals:

- All our clubs have the right to reject advertising content
- They will only do so if they consider your advertising to be in conflict with their own business, that of their commercial partners, or if your design is likely to offend their audience

**If you are unsure about the above or any other part of making your ad, feel free to talk to a member of the team.**

# Contacts:

**Stadia Solutions Office:** 020 7100 4545

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Digital queries

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