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**. *Thank you!*

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
- The sign is a square, so it can be 9" x 9" or 9" on the longer side and stay in ratio

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.

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**	**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)**
Multiplexed (Muxed)	**Yes**	**Yes**	**Yes**	**Yes**

** 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