

# Ad Specs

## DIGITAL BILLBOARDS (OUTSIDE)

### FILE SPECIFICATIONS

- Size (approx. 9' x 16'): Build to 160 pixels high x 448 pixels wide
- Size (14' x 48'): Build to 256 pixels high x 880 pixels wide
- Resolution: 72 DPI
- Speed: 15 or 30 frames per second
- Preferred file formats: .jpg or .wmv

### CONTENT GUIDELINES

- Motion graphic (or static) file format must be 10 seconds or less. Segments exceeding this limit will not be accepted. Use no more than 10 words total per slide (5 words in headline). If you have multiple messages, use multiple slides and/or animation (up to three different spots may be included in your rotation at no additional charge).
- Multiple creatives will not appear in sequence (back to back) and they will rotate with other ads.
- Keep logos/brand names large to ensure immediate brand identification. Use color effectively. Dark backgrounds with light text work best.
- All ads are subject to City and/or Ad Focus approval.
- For event promotion remember to include the location, time and date.

### SUBMITTING FILES

- Files may be submitted via e-mail, mail, or FTP site 5 business days prior to the start date. If utilizing the FTP below, please e-mail Amber Fochi at [amber.fochi@denvergov.org](mailto:amber.fochi@denvergov.org) AND Keith Dillion [keith@theadfocus.com](mailto:keith@theadfocus.com) after the file has been uploaded. Allow 48 hours for posting.
- FTP site: **http://65.18.195.191:8080**
- Username: marquee
- Password: marquee9877
- If submitting files by email, files must be attached to the email as individual files and not embedded into the body of the email.

### TECHNICAL QUESTIONS

Amber Fochi  
P 720.865.4228  
[amber.fochi@denvergov.org](mailto:amber.fochi@denvergov.org)

## DIGITAL KIOSKS (INSIDE)

### AD SIZES

- Size: 1080 pixels wide x 1920 pixels high
- Above dimensions fits both screen sizes
- Resolution: 72 DPI
- Acceptable formats: .jpg or .png

### SUBMITTING FILES

- Files may be submitted via e-mail, mail, or FTP site 3-5 business days prior to the start date. If utilizing the FTP below, please e-mail Morgan Carrero at [mcarrero@denverconvention.com](mailto:mcarrero@denverconvention.com) AND Keith Dillion [keith@theadfocus.com](mailto:keith@theadfocus.com) after the file has been uploaded. Allow 48 hours for posting.
- FTP site: **http://65.18.195.191:8080**
- Username: marquee
- Password: marquee9877

### TECHNICAL QUESTIONS

Morgan Carrero  
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