



## Digital and Static Specifications 2024

*Canada's largest sports marketing network in arenas and sports complexes*



## THE OVERVIEW

# Working with us..

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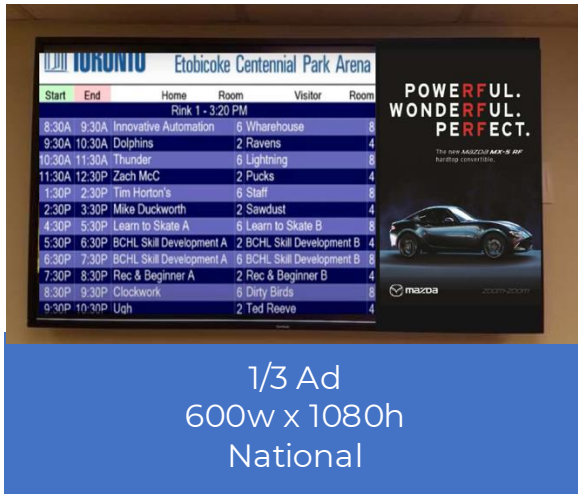
**NAMG is proud to offer a large and diverse out-of-home digital and static portfolio. The portfolio contains digital and static options with varying specs.**

- **Finished files** should be sent to your account representative.
- Files should be **'camera ready'** with no proofing, trim marks or extra information visible.
- **Digital files** are due one-week prior to the start of the campaign.
- **Static files** are due four-weeks prior to the start of the campaign.
- **Thank you for choosing NAMG!** We look forward to seeing your campaign in market.

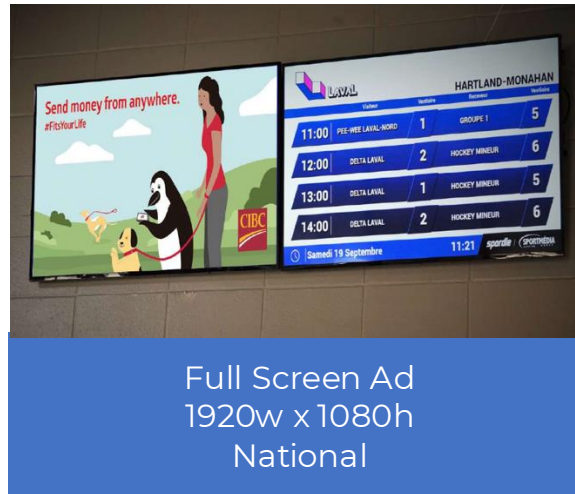


# DIGITAL MEDIA

High traffic placements: Lobbies, Concessions, Waiting / Viewing Room (Static or Video)



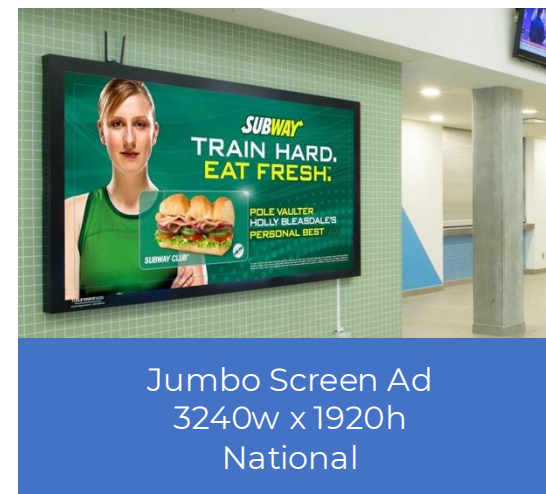
1/3 Ad  
600w x 1080h  
National



Full Screen Ad  
1920w x 1080h  
National



2/3 Ad  
1920w x 1080h  
Western Canada



Jumbo Screen Ad  
3240w x 1920h  
National

## 1/3, Full Screen or 2/3 Ad Sizes:

- :15s or :30s ad duration
- This is standard HD in Landscape
- MP4 video at 24-30 fps is best
- We can also take PNG or JPG images
- 30 frames per second FPS

We can handle almost any video type. I.e., WMV, MKV, MOV etc.

## Jumbo Screens:

Jpeg or PNG at native size is 3,240 pixels wide by 1,920 pixels high or MP4 video at 3,240 pixels wide by 1,920 pixels high, 24-30 frames per second FPS

# RINK BOARD MEDIA

Rink Board Size (Feet)	Specs (Inches)	Bleed	DPI
3' x 8' Board	30" high by 96" wide	1/8 <sup>th</sup> inch bleed	150dpi
3' x 16' King	30" high by 192" wide		
3' x 24' Super King	30" high by 288" wide		

## Notes:

Images embedded; Fonts created to outlines/curves; Formats accepted: .ai, .eps, .pdf, .psd

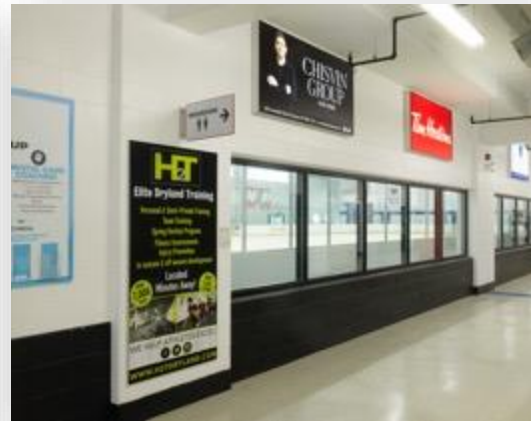


# STATIC WALL BOARD MEDIA

Wall Board Size (Feet)	Specs (Inches)	Bleed	DPI
2' x 3' Board	24" inches high by 36" wide	1/8 <sup>th</sup> inch bleed	150dpi
4' x 6' Board	48" inches high by 72" wide		
5' x 7' Board	60" inches high by 84" wide		
4' x 16' King Board	48" inches high by 192" wide		

## Notes:

Images embedded; Fonts created to outlines/curves; Formats accepted: .ai, .eps, .pdf, .psd



## SUMMARY

# *Important Info*

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- Acceptable files: .ai, .eps, .pdf, .psd
- Please send all fonts used in all documents, or please supply a page proof so that we may choose the most accurate font. We can also work with an outline font if the document does not need any modifications.
- If possible, we would like to receive the Pantone color codes used .
- In addition, the exact final product size (measurement) is required.
- The letters must have a minimum of 3" in height so that it may be seen in the arena (wall or rink board).
- The final document requires a minimum of 150 dpi.
- Embed or link all your images within the document.

**Note:** From the date of the reception of the print-ready visuals, allow up to 20-30 working days for static installation.

# CONTACT US



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