

Specifications

DOOH - VISTAR



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IMPORTANT SPEC INFORMATION:

Static: JPG

Video: MOV or MP4

Max File Size (Static): 10MB

Max File Size (Video): 50MB

Static Color Space: RGB and CMYK

All creative is subject to media owner approval and may get rejected based on category restriction / content.

Airports

Specs	Static	Video	Video Duration	Video with Audio
1920x1080 (16:9)	✓	✓	:10	X
1920x1080 (16:9) 1080x1920 (9:16)	✓	✓	:15 or :30	✓
1920x1080 (16:9)	✓	✓	:15 or :30	✓

Specs vary by screen - please refer to the DSP or reach out to your Vistar PM for exact required specs

Apartment Buildings

Specs	Static	Video	Video Duration	Video with Audio
1920x1080 (16:9) 1080x1920 (9:16)	✓	✓	:15 or :30	X

Bars

Specs	Static	Video	Video Duration	Video with Audio
1080x1920 (9:16) 1920x1080 (16:9) 1280x960 (4:3)	✓	✓	:15 or :30	Varies

Billboards

Specs	Static	Video	Video Duration	Video with Audio
1400x400 840x400 1000x400 1600x400 1200x400 600x600	✓	✗	✗	✗

- Avoid white backgrounds when possible. In LED technology, white is a mixture of color rather than an absence of it and has the tendency to look subdued. LED white doesn't carry the same pop or vibrancy that other colors do.
- Watch your font sizes. Readable text should be at least 15 pixels in height.
- Choose graphic elements with a strong focal point. Busy photos do not translate well.
- Time your color scheme. Rich, bold background colors work better during the day, while pastel colors are more vibrant at night

Bus Shelters

Specs	Static	Video	Video Duration	Video with Audio
1080x1920 (9:16)	✓	✗	✗	✗

Buses

Specs	Static	Video	Video Duration	Video with Audio
1280x960 (4:3)	✓	✓	:15 or :30	✗

Casual Dining

Specs	Static	Video	Video Duration	Video with Audio
1920x1080 (16:9) 1280x960 (4:3)	✓	✓	:15 or :30	Varies

Colleges and Universities

Specs	Static	Video	Video Duration	Video with Audio
1920x1080 (16:9)	✓	✓	:15 or :30	Varies

Convenience Stores

Specs	Static	Video	Video Duration	Video with Audio
1920x1080 (16:9) 1080x1920 (9:16)	✓	✓	:15 or :30	X
1920x1080 (16:9) 1080x1920 (9:16) 1280x960 (4:3)	✓	✓	:15	X

Dispensaries

Specs	Static	Video	Video Duration	Video with Audio
1920x1080 (16:9)	✓	✓	:15 or :30	X

DMVs

Specs	Static	Video	Video Duration	Video with Audio
1920x1080 (16:9)	✓	✓	:15 or :30	X

Doctor's Offices

Specs	Static	Video	Video Duration	Video with Audio
1920x1080 (16:9)	✓	✓	:15 or :30 or :60	✓
1366x768	✓	✓	:15	✓

Specs vary by screen - please refer to the DSP or reach out to your Vistar PM for exact required specs

Gas Stations

Specs	Static	Video	Video Duration	Video with Audio
1280x960 (4:3) 1920x1080 (16:9)	✓	✓	:15	✓

Grocery

Specs	Static	Video	Video Duration	Video with Audio
1920x1080 (16:9) 728x90	✓	✓	:15	X
1080x1920 (9:16)	✓	✓	:8	X
N/A (Audio Only)*	X	X	:15 or :30	✓

*Audio Only Network, MP3/AAC file required"

Gyms

Specs	Static	Video	Video Duration	Video with Audio
1920x1080 (16:9)	✓	✓	:15 or :30	Varies
1920x1080 (16:9) 300x250	✓	X	X	X
1920x1080 (16:9)	✓	✓	:15 or :30	X

Specs vary by screen - please refer to the DSP or reach out to your Vistar PM for exact required specs

Hotels

Specs	Static	Video	Video Duration	Video with Audio
1920x1080 (16:9) 1600x900*	✓	✓	:15 or :30 or :60 :10s - :115s video spots)*	X

Liquor Stores

Specs	Static	Video	Video Duration	Video with Audio
1920x1080 (16:9)	✓	✓	:15 or :30	X

Malls

Specs	Static	Video	Video Duration	Video with Audio
1920x1080 (16:9) 1080x1920 (9:16)	✓	✓	:10 or :15 or :30	✓
3840x1080 (32:9)	✓	✓	:15 or :30	✓
1080x1920 (9:16) 728x90 1024x576 (16:9)	✓	✓	:15	X

Specs vary by screen - please refer to the DSP or reach out to your Vistar PM for exact required specs

Movie Theatre

Specs	Static	Video	Video Duration	Video with Audio
1920x1080 (16:9) 1080x1920 (9:16) 3840x1080 (32:9)	✓	✓	:15 or :30 (3840x1080 only accepts :15)	✓

Office Building

Specs	Static	Video	Video Duration	Video with Audio
1920x1080 (16:9) 1080x1920 (9:16)	✓	✓	:15 or :30 (1080x1920 only accepts :15)	X

Parking Garages

Specs	Static	Video	Video Duration	Video with Audio
1920x1080 (16:9)	✓	✓	:15 or :30	✓

Pharmacies

Specs	Static	Video	Video Duration	Video with Audio
1920x1080 (16:9)	✓	✓	:15 or :30	X

Recreational Locations

Specs	Static	Video	Video Duration	Video with Audio
1920x1080 (16:9)	✓	✓	:15 or :30	Varies

Salons

Specs	Static	Video	Video Duration	Video with Audio
1920x1080 (16:9)	✓	✓	:15	✓

Sports Entertainment

Specs	Static	Video	Video Duration	Video with Audio
1920x1080 (16:9)	✓	✓	:15 or :30	X
1920x1080 (16:9)	✓	X	X	X
1080x1920 (9:16) 1920x1080 (16:9)	✓	✓	:15	X

Specs vary by screen - please refer to the DSP or reach out to your Vistar PM for exact required specs

Subway

Specs	Static	Video	Video Duration	Video with Audio
1080x1920 (9:16) 1920x1080 (16:9)	✓	✓		X

Taxi and Rideshare Top

Specs	Static	Video	Video Duration	Video with Audio
560 x 160 1920x674 384x124 384x128	✓	✓	:8 :01 - :480 (only for 384x128)	X

Taxi and Ride Share TV

Specs	Static	Video	Video Duration	Video with Audio
1920x1080 (16:9) 1280x960 (4:3) 1920x674 640x360	✓	✓	:15 or :30	✓
1920x1080 (16:9)	✓	✓	:10 to :30	✓

- Specs vary by screen - please refer to the DSP or reach out to your Vistar PM for exact required specs
- Static not accepted for the 640x360 size

Train Station

Specs	Static	Video	Video Duration	Video with Audio
1920x1080 (16:9)* 1080x1920 (9:16)* 1400x400 (7:2)* 3840x3240 3600x720 2480x720 2400x720 1680x720 2160x640 1280x320	✓	✓	:15 (*is static only; no video)	X

Urban Panels

Specs	Static	Video	Video Duration	Video with Audio
1080x1920 (9:16) 2160x2160*	✓	X	X	X
1080x1920 (9:16) 1920x1080 (16:9)	✓	✓	:15	X

*Black and White Only

Veterinary Offices

Specs	Static	Video	Video Duration	Video with Audio
1366x768	✓	✓	:15	✓