

# 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
<b>1400x400</b> <b>840x400</b> <b>1000x400</b> <b>1600x400</b> <b>1200x400</b> <b>600x600</b>	✓	X	X	X

- 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
<b>1080x1920</b> <b>(9:16)</b>	✓	X	X	X

## Buses

Specs	Static	Video	Video Duration	Video with Audio
<b>1280x960</b> <b>(4:3)</b>	✓	✓	:15 or :30	X

## Casual Dining

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

## Colleges and Universities

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

## Convenience Stores

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

## Dispensaries

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

## DMVs

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

## Doctor's Offices

Specs	Static	Video	Video Duration	Video with Audio
<b>1920x1080 (16:9)</b>	✓	✓	:15 or :30 or :60	✓
<b>1366x768</b>	✓	✓	: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
<b>1280x960 (4:3) 1920x1080 (16:9)</b>	✓	✓	:15	✓

## Grocery

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

\*Audio Only Network, MP3/AAC file required"

## Gyms

Specs	Static	Video	Video Duration	Video with Audio
<b>1920x1080 (16:9)</b>	✓	✓	:15 or :30	<b>Varies</b>
<b>1920x1080 (16:9) 300x250</b>	✓	X	X	X
<b>1920x1080 (16:9)</b>	✓	✓	: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
<b>1920x1080 (16:9) 1600x900*</b>	✓	✓	:15 or :30 or :60 :10s - :115s video spots)*	X

## Liquor Stores

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

## Malls

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

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
<b>1920x1080 (16:9) 1080x1920 (9:16) 3840x1080 (32:9)</b>	✓	✓	:15 or :30 (3840x1080 only accepts :15)	✓

## Office Building

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

## Parking Garages

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

## Pharmacies

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

## Recreational Locations

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

## Salons

Specs	Static	Video	Video Duration	Video with Audio
<b>1920x1080 (16:9)</b>	✓	✓	:15	✓

## Sports Entertainment

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

## Taxi and Rideshare Top

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

## Taxi and Ride Share TV

Specs	Static	Video	Video Duration	Video with Audio
<b>1920x1080</b> <b>(16:9)</b> <b>1280x960</b> <b>(4:3)</b> <b>1920x674</b> <b>640x360</b>	✓	✓	:15 or :30	✓
<b>1920x1080</b> <b>(16:9)</b>	✓	✓	: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
<b>1920x1080 (16:9)*</b> <b>1080x1920 (9:16)*</b> <b>1400x400 (7:2)*</b> <b>3840x3240</b> <b>3600x720</b> <b>2480x720</b> <b>2400x720</b> <b>1680x720</b> <b>2160x640</b> <b>1280x320</b>	✓	✓	:15 (*is static only; no video)	X

## Urban Panels

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

\*Black and White Only

## Veterinary Offices

Specs	Static	Video	Video Duration	Video with Audio
<b>1366x768</b>	✓	✓	:15	✓