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**.

IMAGE & DESIGN SPECS

LOGOS
200 dpi minimum (.eps files are best, as they have a transparent background)

HERO IMAGE (TOP OF THE PAGE)
2600 pixels x 820 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
- We will scale your image to fit the board

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
- Animated GIFs should be less than 3 MB

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				
	1080p AVC	**720p AVC**	**1080p HEVC**	**UHD (2160p) HEVC**
Window Size	**1920 x 1080**	**1280x720**	**1920 x 1080**	**3840 x 2160**
Frame Rate*	**29.97 or 23.98** (Progressive unless 1080i then Interlaced fields)	**29.97 or 23.98**	**29.97 or 23.98**	**29.97 or 23.98**
Video Bitrate*	**8 Mbps**	**4 Mbps**	**4 Mbps**	**16 Mbps**
Profile	**Main**	**Main**	**Main**	**Main**
Wrapper	**MP4 or MOV**	**MP4 or MOV**	**MP4**	**MP4**
Video Codec	**AVC**	**AVC**	**HEVC**	**HEVC**
Pixel Format	**Square**	**Square**	**Square**	**Square**
Audio Bitrate	**128 kbps**	**128 kbps**	**128 kbps**	**128 kbps**
Audio Codec	**AAC** (44kHz 16 bit stereo)	**AAC** (44kHz 16 bit stereo)	**AAC** (44kHz 16 bit stereo)	**AAC** (44kHz 16 bit stereo)
Multiplexed (Muxed)	✔	✔	✔	✔

* 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

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A CISION COMPANY