

Outdoor Artwork Specifications

Brand Ad (Title, Champion, Premier, & Varsity Sponsors)

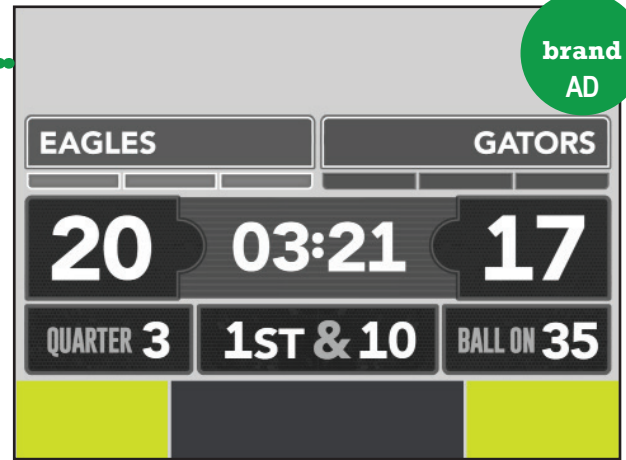
The rotating Brand Ads are the **left and right sections that appear at the bottom of the scoreboard screen**. These ads are continuously rotated throughout the game except during “countdowns” when the Cinema ads are displayed.

Static Specs:

- JPG, PNG Format
- 2MB Max Size
- 1920x960px resolution

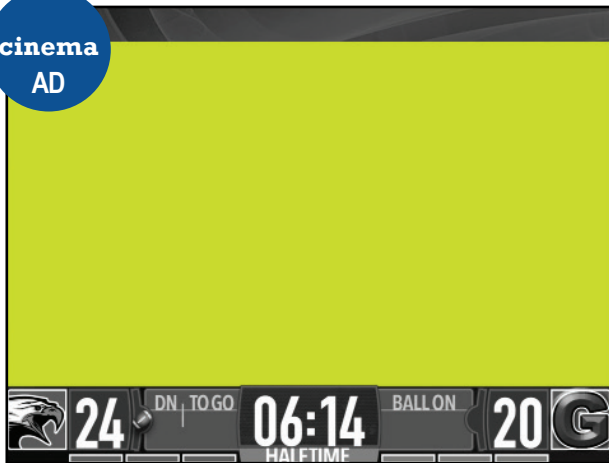
Video Specs (no audio):

- MOV, MP4, M4V Format
- 20MB Max Size
- 1920x960px resolution
- 15-second duration



brand
AD

cinema
AD



Cinema Ad (Title, Champion, & Premier Sponsors)

Cinema Ads are premium-size digital banners displayed in a predefined sequence during “countdown” periods: **pregame, timeouts and halftime**. Cinema ads share the same aspect ratio as a standard wide-screen TV commercial and are offered in an impressive, large format in the center of the multimedia display.

Static Specs:

- JPG, PNG Format
- 2MB Max Size
- 1920x1080px resolution

Video Specs (no audio):

- MOV, MP4, M4V Format
- 20MB Max Size
- 1920x1080px resolution
- 30 second duration

Signature Ad (Title, Champion, & Elite Sponsors)

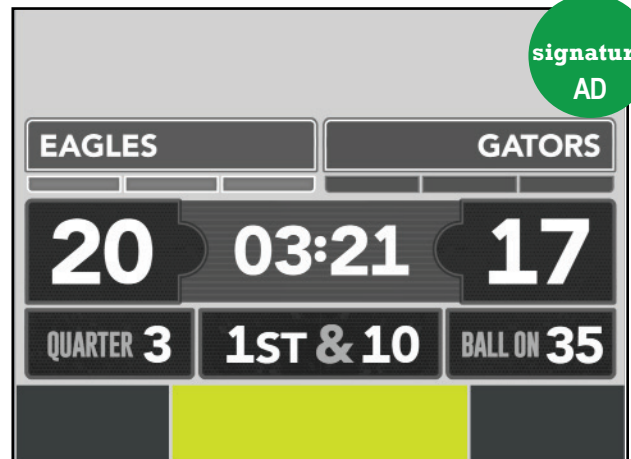
The rotating Signature Ad is the ad space that appears at the **bottom center of the scoreboard screen**. These ads are continuously rotated throughout the game except during “countdowns” when the Cinema ads are displayed.

Static Specs:

- JPG, PNG Format
- 2MB Max Size
- 1920x480px resolution

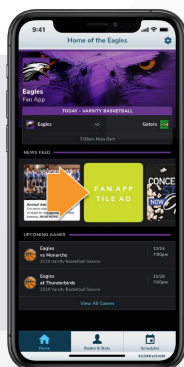
Video Specs (no audio):

- MOV, MP4, M4V Format
- 20MB Max Size
- 1920x480px resolution
- 15 second duration



signature
AD

Fan App
AD



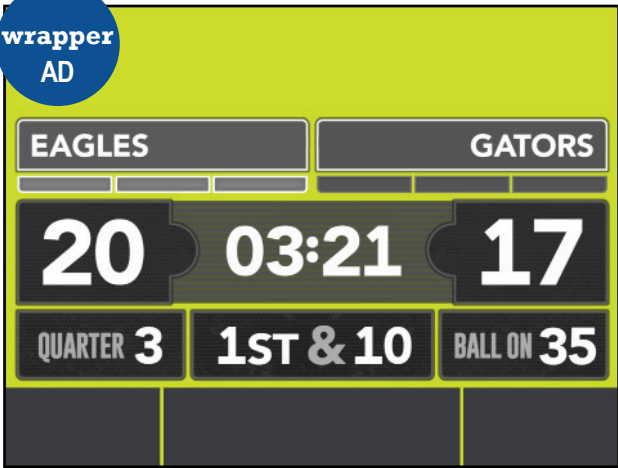
Bonus Fan App Ad (Title, Champion, Premier & Elite Sponsors)

The Fan App was designed to allow fans to keep up with the games when they're absent by seeing live score updates, game information, and sponsor advertising. The app provides the opportunity for fans to interact and engage with the game, even when they're not in attendance. Static Ad only. Links to business website.

Static Specs:

- JPG, PNG Format
- 2MB Max Size
- 500x500px resolution

wrapper
AD



Brand Wrapper Ad (Champion Sponsor)

The Brand Wrapper is the backdrop (wallpaper) that is overlaid by the scoreboard and panorama advertisement space. While the backdrop does show through in the gaps between scoreboard elements, there is space reserved at the **top right of the display** where your brand imagery will be displayed. The home school logo and Foundation logo will be displayed along the left and center position of this wrapper.

Static Specs:

- JPG, PNG Format
- 2MB Max Size
- 1920x960px resolution
- permanent position