

DIGITAL SPEC SHEET



Artwork Requirements

Size and Specifications

- 1080 px W x 1920 px H
- 72 PPI Resolution
- RGB Color Profile
- No Bleed
- JPG, PNG, MP4, or MOV
- Duration: Videos must be exactly 15 seconds
- Sound: No audio permitted

Timelines and Allowances

- Deliver artwork at least 4 days prior to scheduled contract date.
- We allow and suggest two creatives each month (totalling 18 over an entire school year).
- Submitting several months worth of creatives in advance is recommended.

Design Considerations

- Keep Your Logo Visible
- Keep Copy Short (7-10 Words)
- DO NOT Include a QR Code
- Most states & school districts have banned cell phone use inside high schools. We strongly discourage the use of QR codes in your designs.

