

DIGITAL SPEC SHEET



Artwork Requirements

Size and Specifications

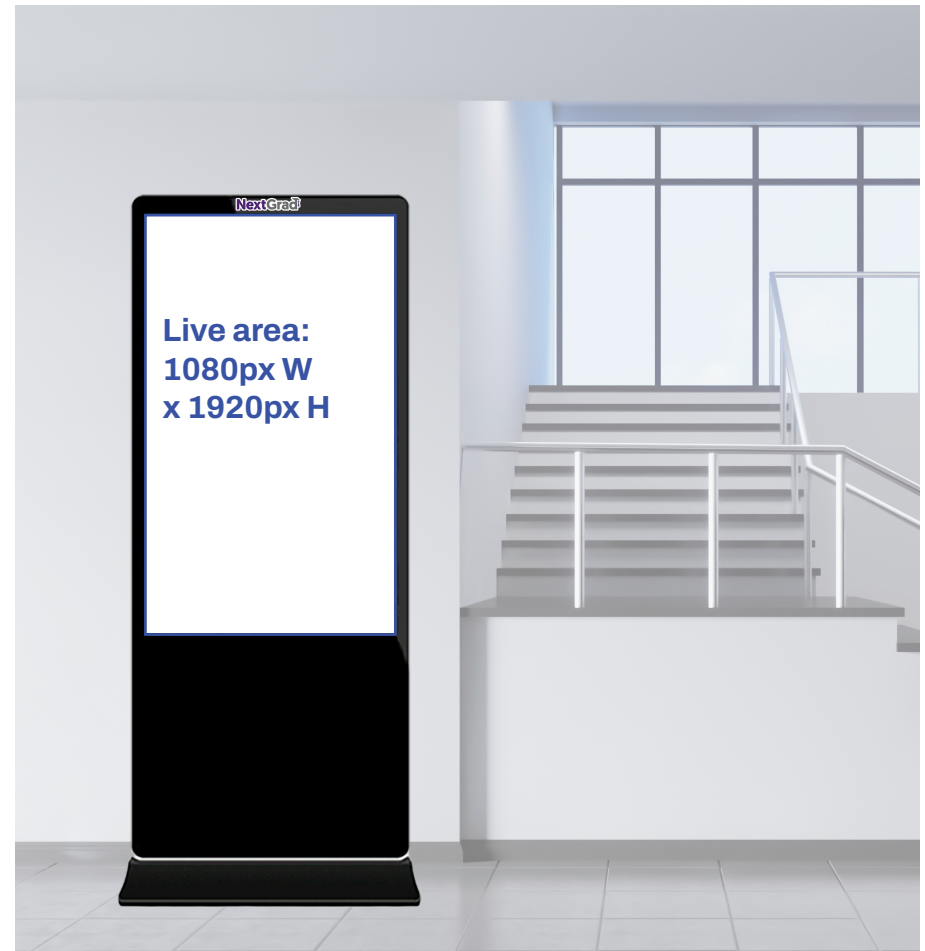
- 1080 px W x 1920 px H
- 72 PPI Resolution
- RGB Color Profile
- No Bleed
- JPG, PNG, MP4, or MOV
- Duration: Videos must be exactly 15 seconds
- Sound: No audio permitted

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.



HIGHER EDUCATION POSTER SPEC SHEET



Artwork Specs - Both Sizes are Required

3x4 ft. Poster (Vertical Only)

Bleed: 36.25" x 48.25"

Live Area: 35.5" x 47.5"

Safe Area: 35" x 47"

2x3 ft. Poster (Vertical Only)

Bleed: 24.25" x 36.25"

Live Area: 23.5" x 35.5"

Safe Area: 23" x 35"

Please note: While we aim to place 3x4 posters in schools whenever possible, some schools only accept or have space for 2x3 posters—so both sizes are required.

All File Requirements:

PDF Format

300 PPI Resolution

CMYK Color Profile

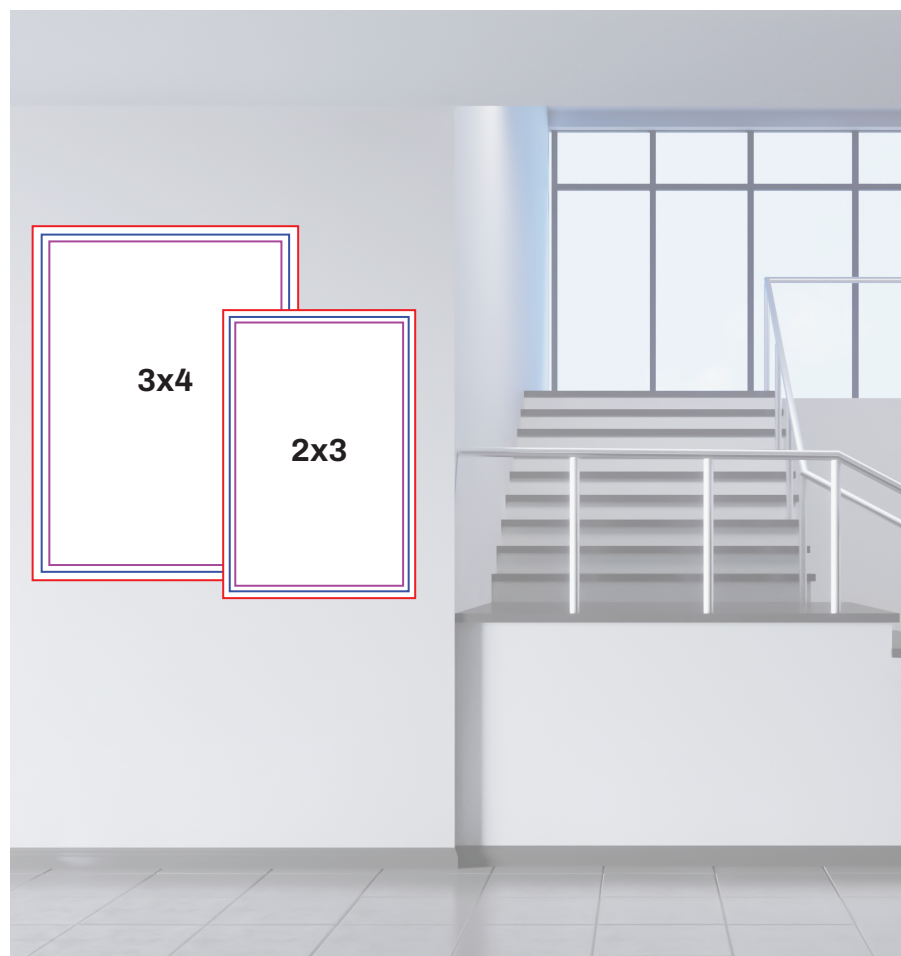
Design Considerations

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.

All artwork must be submitted at least 6 weeks prior to the campaign start date to ensure on-time delivery.



OUTREACH POSTER SPEC SHEET



Artwork Specs -

2x3 ft. Poster (Vertical Only)

Bleed: 24.25" x 36.25"

Live Area: 23.5" x 35.5"

Safe Area: 23" x 35"

All File Requirements:

PDF Format

300 PPI Resolution

CMYK Color Profile

Design Considerations

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.

All artwork must be submitted at least 6 weeks prior to the campaign start date to ensure on-time delivery.

