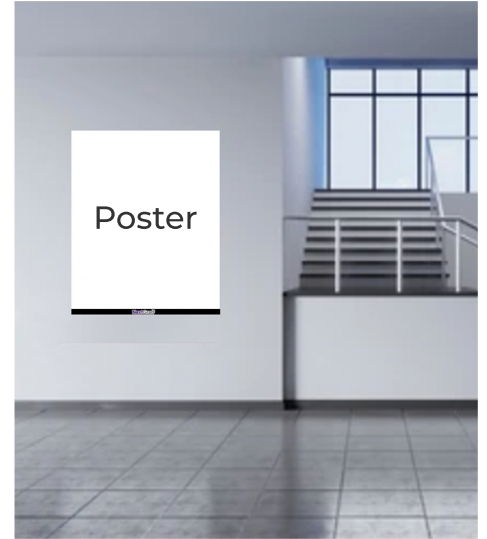
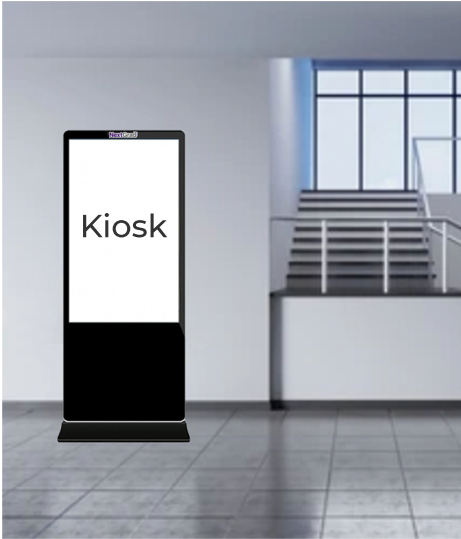


In-School Media Formats

Technical specifications and creative requirements for media inventory deployed throughout the NextGrad high school network. Depending on school selection, campaigns may require creative assets for multiple formats.



Specification	Details
Format	Digital
Orientation	Portrait (9:16)
Resolution	1080 x 1920
Typical Placement	Hallways, Commons
Content Type	Static & Motion
File Type	JPG, PNG, MP4
Color	RGB
Duration	15 Seconds
Sound	No Audio

Specification	Details
Format	Digital
Orientation	Landscape (16:9)
Resolution	1920 x 1080
Typical Placement	Hallways, Commons
Content Type	Static & Motion
File Type	JPG, PNG, MP4
Color	RGB
Duration	15 Seconds
Sound	No Audio

Specification	Details
Format	Print
Orientation	Portrait
Size	3' x 4' 2' x 3'
Typical Placement	Hallways, Commons
Content Type	Static
File Type	PDF
Color	CMYK
Resolution	300 PPI



Inventory Assignment

Media format varies by school location. Advertisers select schools and receive the media inventory installed at those schools. Inventory type cannot be selected independently of school placement.



QR Code Policy

To support compliance with school policies and state regulations regarding phone use in schools, QR codes are not permitted in campaign creative. Creative submitted with QR codes will be returned for revision prior to launch.