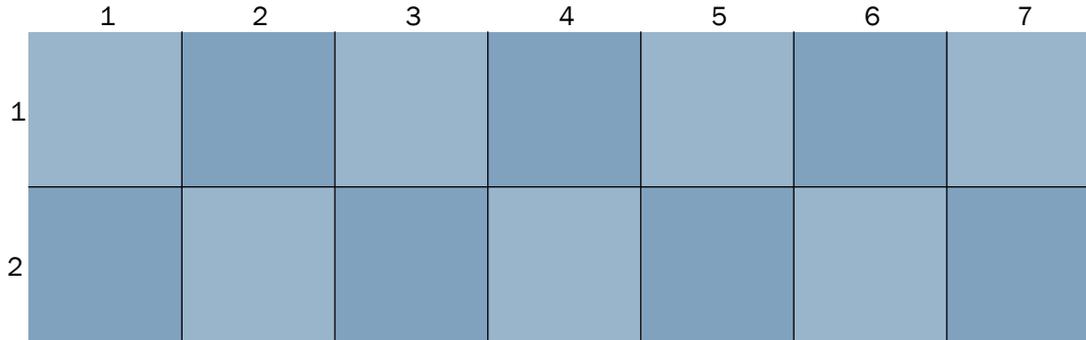
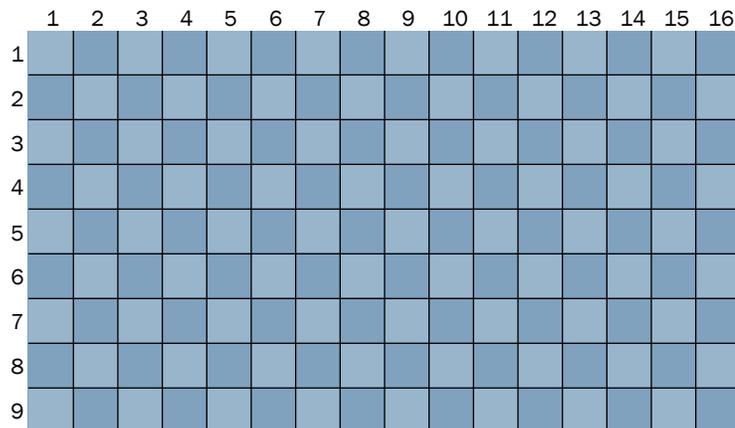


Digital Aspect Ratios

Digital Bulletin - 7:2



In-Store Network - 16:9



The aspect ratio of an image is its width divided by its height.

Aspect ratios are mathematically expressed as x:y (pronounced "x-to-y") and x×y (pronounced "x-by-y").

definition provided by wikipedia.com

INVENTORY TYPE	ACTUAL SIZE*	VIEWABLE ASPECT RATIO	ART PIXEL DIMENSIONS
Bulletin	14' h x 48' w 10'6" h x 36' w	7:2	400 X 1400
20' X 60'	20' h x 60' w	3:1	600 x 1800
Junior Poster	5' h x 11' w	21:10	400 X 840
Poster	10' 5" h x 22' 8" w	21:10	400 X 840
Digital Taxi Tops	28" h x 15.5" w	16:9	1920 x 1080
In-Store Network	varies by location	16:9	1920 x 1080
Street Furniture (horizontal)	varies by location	16:9	1920 x 1080
Street Furniture (vertical)	varies by location	9:16	1080 x 1920

*Relationship of the height to the width must not exceed +/- 3%, in any one direction, to adhere to the aspect ratios detailed here.