



OUTDOOR BROADCAST NETWORK

# OBN Digital Network Production Specs

Issued: November 2009

<p><b>Video Production Specs:</b></p> <p>Resolution of creative is dependant on screens purchased. Please check the Aspect Ratio for each board in the chart below and provide materials as follows:  <b>4:3 Aspect Ratio requires 720 x 480 resolution</b>  <b>9:5 Aspect Ratio requires 864 x 480 resolution</b></p> <p>All files must be NTSC DV 0.9 with Title Safe and Action Safe areas, uncompressed at 30fps in either AVI or MOV format. Beta SP can be converted subject to a charge.</p>	<p><b>FTP Info:</b></p> <p><a href="ftp.obn.ca">ftp.obn.ca</a>  Login obngeneral.obn.ca  Password OBN123</p>
<p><b>Image Production Specs:</b></p> <p>Resolution of creative is dependant on screens purchased. Please check the Aspect Ratio for each board in the chart below and provide materials as follows:  4:3 Aspect Ratio requires 720 x 480 resolution  9:5 Aspect Ratio requires 864 x 480 resolution  Acceptable file formats include: Jpeg, Tiff, PSD, EPS</p>	<p><b>Contact Info:</b></p> <p><b>Magi Notova</b>  Media Sales Coordinator  416.487.5677 x 287  <a href="mailto:mnotova@obn.ca">mnotova@obn.ca</a></p> <p><b>Debra Williams</b>  Traffic Supervisor  416.487.5677 x 221  <a href="mailto:dwilliams@obn.ca">dwilliams@obn.ca</a></p>

\*OBN will perform final encoding to go to air.\*

City / Location	Aspect Ratio	Screen Resolution	Screen Size		Loop Length	Min # Weekly Impressions
			Width	Height		
<b>TORONTO</b>						
Yonge, south of Bloor	9:5	384x288	32'	x	24'	4,830
Yonge & Richmond	9:5	432x240	13'	x	7'	4,830
Don Mills & Sheppard	9:5	288x160	13'	x	7'	4,830
Yonge & Dundas - TEC Media Tower	4:3	1248x864	40'	x	30'	2,415
Bay & Dundas	9:5	576x360	18'	x	11'	4,830
Gardiner Ricoh	9:5	792x594	26'	x	15'	4,830
<b>GOLDEN HORSESHOE AND NIAGARA</b>						
Hamilton: Main St. W. & Dundurn	4:3	224x256	12'	x	9'	3,850
Cambridge: Hwys 8 & 24	4:3	224x256	12'	x	9'	3,850
Niagara Falls: Clifton Hill & Victoria	4:3	224x256	16'	x	12'	3,850
Windsor: Ouellete & Park	4:3	512x384	24'	x	18'	4,830
<b>WINNIPEG</b>						
Goldeye Stadium - Provencher Bridge	4:3	240x208	13' 4"	x	12'	4,830
MTS Centre	4:3	224x256	13'	x	15'	4,830
<b>SASKATOON</b>						
Idylwyld & 22nd St.	4:3	720x480	24'	x	16'	4,830
<b>SAINT JOHN</b>						
Harbour Station	4:3	140x96	8'	x	10'	3,750
<b>HALIFAX</b>						
Halifax Metro Centre	9:5	192x112	8.5'	x	14.5'	3,750
<b>VANCOUVER</b>						
BC Place	4:3	388x256	30'	x	20'	3,570
Place East (GM)	4:3	320x192	21'	x	13'	3,570
Hwys 99 & 17	4:3	320x192	25'	x	13'	3,570
Hwys 91 & Nordel	4:3	320x192	21'	x	13'	4,830
Robson & Granville	4:3	512x384	20'	x	15'	4,830
Richmond No. 3 & Sea Island	4:3	198x144	10'	x	8'	4,830
Canada Place	9:5	464x248	24'	x	14'	3,332
<b>VICTORIA</b>						
Save-On Memorial	9:5	704x384	18'	x	10'	4,830
<b>CHILLIWACK</b>						
Hwy #1, East & West	9:5	224x144	20'	x	12'	4,830
<b>CALGARY</b>						
McMahon Stadium	9:5	720x480	10'	x	6'	4,830
<b>EDMONTON</b>						
Northlands / Rexall	9:5	242x128	16'	x	9'	4,830
Gateway Blvd	4:3	320x192	21'	x	13'	4,830
Calgary Trail	4:3	320x192	21'	x	13'	4,830

\* As per by-law, screen is in operation 6am-midnight

Please provide finished material 5 business days in advance of air date.