

## Advertisement Specification Requirements

### Plasma Display Technical Specifications

Your digital advertisement/commercial should be designed to be compatible and display correctly on the following digital display specifications:

- ▶ Pioneer Plasma 50-inch High Definition Display
- ▶ Aspect Ratio: 16:9
- ▶ Native Resolution: 1365 x 768
- ▶ Orientation: Landscape

### Advertisement Submission

Digital ads can be provided in a number of formats. Please submit your "ready to play" digital advertisement/commercial in one of the following formats:

**Video Files Accepted:** AVI, MOV on CD/DVD, or via download link.

**Recommended Video Size:** 1280 x 720

■ NOTE: Please visit [firstclassads.algonquincollege.com](http://firstclassads.algonquincollege.com) for instructions on submitting your digital advertisement/commercial.

### Design Services Files Submission

The advertisement design that we are able to produce will consist of your product/service images, photos, logo and short text caption that you may want to display in the ad. All graphic assets such as the product image, photos, and logo must be provided to us in one of the following formats (in the highest quality possible):

**Graphic Files Accepted:** TIF, JPEG, JPG, PDF, EPS, SWF, FLA, PSD (with layers)

**Caption:** Your text caption can be provided in your confirmation email, doc, or txt formats.

■ NOTE: Please provide us with the highest quality images possible to maintain a high quality visual experience.

### Quality Standards

First Class reserves the right to decline advertisements or design files in its discretion, including reasons based on the following criteria:

- ▶ Low resolution or quality
- ▶ Exceedingly large file size
- ▶ Poor Focus or Lighting
- ▶ Excessive Noise, Grain & Color Distortion
- ▶ Up-sampling or Re-sizing up Images
- ▶ Poor Composition
- ▶ Copyright / Trademark Infringement or Risk
- ▶ Adult Content unsuitable for Algonquin College
- ▶ Profane or Violent Images/Video

#### **Additional Notes:**

Ads or submitted assets requiring work to be done by the First Class Design Services will incur an additional charge. Media and advertising materials are kept on file for a limited time. Return material requests must be made in writing and are shipped C.O.D.