

GATEWAY LAS VEGAS (GLV)

AD SUBMISSION GUIDELINES



FILE DELIVERY:

Please deliver all final files via link (with access info, if protected)

- to: **Content@pearlmedia.com**
- subject: **Creative Delivery | (Brand - Date)**

Final delivery should include a Distribution Summary listing all file names, start + end dates, and any additional playback instructions. Please indicate if/when any creative changes are to take place in this document.

FILE NAMING CONVENTION:

Please adhere to this file naming structure:

Gateway Las Vegas Display:

- GLV_(Brand)_(start date)_(end date)_v1
- GLV_(Brand)_(start date)_(end date)_v2

*Version number only necessary in campaigns with multiple creatives for a single screen, or when providing revised creatives.

Screen resolution sizes are on screen overview pages.

Acceptable Formats:

Video:

- .MP4 (H.264)
- 15 Seconds
- Target Bit Rate: 8Mbps
- Do not include audio

Still Image:

- .JPG (RGB color space)
- .PNG

Deadline is at least 5 business days prior to posting

Creative delivered later than 5 days prior could be subject to:

- Requests to redesign creative if not approved by property
- Requests to redesign creative to conform to pixel resolution
- Requests to re-export video files if video specs are not met

Creative content cannot be posted prior to approval by property.

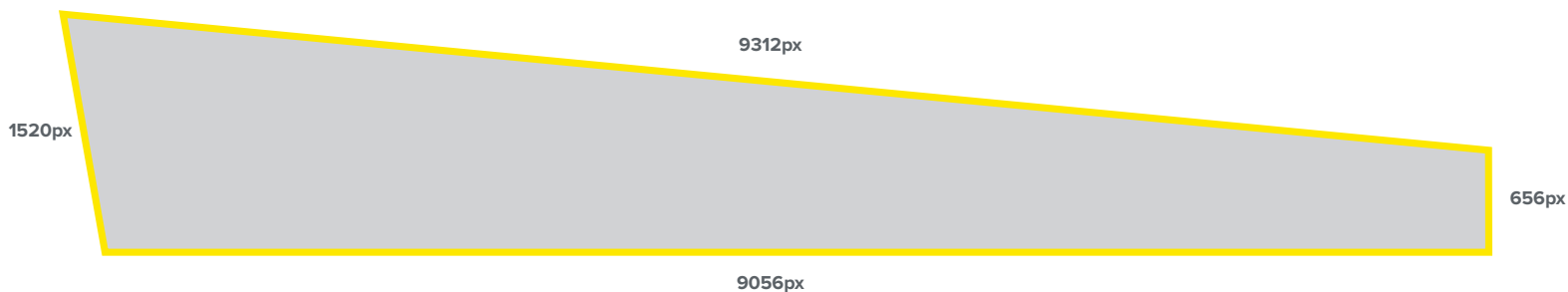


GATEWAY LAS VEGAS (GLV)

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Gateway Las Vegas - Digital Sign



Content Area
Quantity - 1
Pixel Dimensions TOTAL: 9312px W x 1520px H

NAMING CONVENTION:

GLV_(Brand)_(start date)_(end date)_v1