

FRENCH FIELD

POUDRE SCHOOL DISTRICT

**BRAND WRAPPER**

<b>EAGLES</b>	<b>GATORS</b>	
<b>20</b>	<b>03:21</b>	<b>17</b>
<b>QUARTER 3</b>	<b>1ST &amp; 10</b>	<b>BALL ON 35</b>

### In-Game Brand Wrapper

The Brand Wrapper is the backdrop ("wallpaper") that is overlaid by the scoreboard and ad spaces. There's space reserved at the top of the display where branding imagery can be displayed in order to personalize the system to the school or partner.

**Artwork Specs:**

- Type: static
- Format: JPG, PNG
- Resolution: dependent upon display model
- Max size: 2MB

The Brand Wrapper can be leveraged to display school imagery in order to personalize the display for the home team or specific occasion. It can also be utilized for revenue purposes by adding a co-brand partner logo alongside the school name or by replacing the entire wrapper with partner brand imagery.

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**ROTATING CINEMA AD**

<b>EAGLES</b>	<b>GATORS</b>	
<b>20</b>	<b>03:21</b>	<b>17</b>

### Rotating Cinema Ad

Cinema ads are premium-sized digital banners displayed in a predefined rotating sequence during countdown periods: pregame, timeouts and halftime. Cinema ads share the same aspect ratio as a standard wide-screen TV commercial and are offered in an impressive, large format in the center of the multimedia display.

**Artwork Specs:**

- Type: static
- Format: JPG, PNG
- Resolution: 1920x1080px @ 72 dpi
- Max size: 2MB

- Type: video (no audio recommended)
- Format: MP4
- Resolution: 720p (1280x720px)
- Max size: 35MB
- Duration: 20 seconds

Cinema ads are displayed during "countdown" periods: pregame, timeouts and halftime. In this layout, the scoreboard is minimized to a "ticker" format across the bottom of the screen in order to reserve the maximum amount of space for the Cinema ad rotation.

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<b>EAGLES</b>	<b>GATORS</b>	
<b>20</b>	<b>03:21</b>	<b>17</b>
<b>QUARTER 3</b>	<b>1ST &amp; 10</b>	<b>BALL ON 35</b>
<b>SIGNATURE AD</b>	<b>SIGNATURE AD</b>	<b>SIGNATURE AD</b>

### Rotating Signature Ad

The Rotating Signature Ad is the ad space that appears at the bottom center of the scoreboard screen. The ads in this space rotate in a sequence that can be defined and customized through ScoreVision Central. These ads are continuously rotated throughout the game except during "countdowns" when the Cinema ads are displayed.

**Artwork Specs:**

- Type: static
- Format: JPG, PNG
- Resolution: 1000x250px @ 72 dpi
- Max size: 2MB

- Type: video (no audio recommended)
- Format: MP4
- Resolution: 1000x250px
- Duration: 8 seconds
- Max size: 15MB

The Rotating Signature Ad is the ad space that appears at the bottom center of the scoreboard screen. These ads are continuously rotated throughout the game except during "countdowns" when the Cinema ads are displayed.



## Rotating Brand Ad

The Rotating Brand Ads are the left and right sections that appear at the bottom of the scoreboard screen. The ads in this space rotate in a sequence that can be defined through ScoreVision Central. These ads are continuously rotated throughout the game except during "countdowns".

### Artwork Specs:

- Type: static
  - Format: JPG, PNG
  - Resolution: 500x250px @ 72 dpi
  - Max size: 2MB
- 
- Type: video (no audio recommended)
  - Format: MP4
  - Resolution: 500x250px
  - Duration: 6 seconds
  - Max size: 15MB

The Rotating Brand Ads are the left and right sections that appear at the bottom of the scoreboard screen. These ads are continuously rotated throughout the game except during "countdowns" when the Cinema ads are displayed.



## Digital Ticket Ad (Only available with the Champion Package)

The Digital Ticket Ad appears on the bottom of the digital ticket for all sporting events hosted at any Poudre School District site. These advertisements can be customized to have coupon options to draw customers to your business even after the event is over.

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TICKET SPICKET

## Fan App Ads

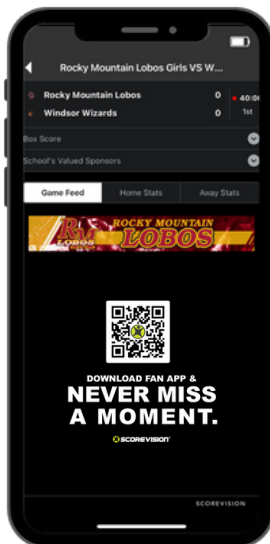
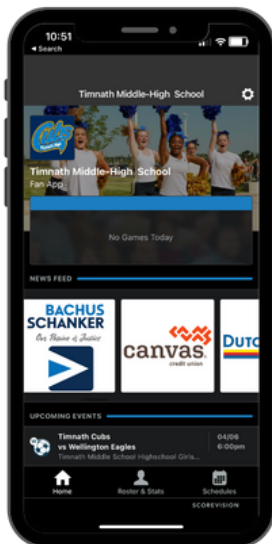
The Fan App was designed to allow fans to keep up with the games when they can't attend in person. They get to see live score updates, game information, and partner advertising. Below are the Fan App ad placements in the Fan App that are noted on the Partnership Packages page.

### FAN APP GAME FEED AD

TYPE: STATIC OR VIDEO  
 FORMAT: JPG, PNG | MP4  
 RESOLUTION: 1920X300PX 720  
 MAX SIZE: 2MB | 10MB

### FAN APP TILE AD

TYPE: STATIC OR VIDEO  
 FORMAT: JPG, PNG | MP4  
 RESOLUTION: 500X500PX  
 MAX SIZE: 2MB | 10MB



### FAN APP HEADER IMAGE

TYPE: STATIC OR VIDEO  
 FORMAT: JPG, PNG | MP4  
 RESOLUTION: 750X500PX  
 MAX SIZE: 2MB | 10MB

