

#### 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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BRAND WRAPPER					
EAGLES			GATORS		
20		03:21		17	
QUARTER 3		1st & 10		BALL ON 35	

#### 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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ROTATING CINEMA AD		
EAGLES		GATORS
20	03:21	17

#### 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.

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EAGLES			GATORS		
20		03:21		17	
QUARTER 3		1st & 10		BALL ON 35	
		SIGNATURE AD			

#### 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" when the Cinema ads are displayed.

##### 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.

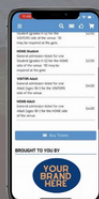
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EAGLES			GATORS		
20		03:21		17	
QUARTER 3		1st & 10		BALL ON 35	
BRAND AD 1				BRAND AD 2	

#### 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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#### 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 | 720p
- 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

