Magazine Specs

Building your ad:

Please follow live area dimensions for creating your
SAFE ZONE (live area).

Full Bleed Ads:

Create with 1/8" bleed built in. Essential matter should also lie within
1/8" from edge of page or space.

Saving Your Ad:

Save as a PDF only - please outline fonts and check the "Use document
bleeds" under Marks and Bleeds.

Submitting Your Ad:

All ads must be submitted in PDF format. All fonts must be outlined.

Blacks:

Blacks that take up a large area or are solid blocks should be set

at the following CMYK Values: **C=50% M=40% Y=40% K=100%**

Ad files must be built to:

300 DPI
CMYK format
Process Colors Only

1

DON'T MISS ANY OF THE 1977 CHAMPIONSHIP CELEBRATION, INCLUDING:

- Special halftime tribute you won't want to miss
- Photo opportunity with the Championship Trophy at entry A21
- Pre-game autograph signing "Blazers of Glory" commemorative coffee table book, at entry A5
- Limited-edition retro retail offerings from Mitchell & Ness, including free gift with purchase, at Rip City Clothing Company locations throughout Moda Center
- Post-game interview with Bill Schonely and Bill Walton at center court

champs CELEBRATION 77

2

- GET EVERYTHING BLAZERS -

DOWNLOAD APP

Download the official Trail Blazers App now at trailblazers.com/mobile

3

TAKE IT TO THE COURT FOR EDUCATION

1 **FULL SPREAD / FULL BLEED:**
Page Size: 10.75" x 8.375"
Bleed Area: 11" x 8.625"

2 **FULL PAGE / FULL BLEED:**
Page Size: 5.375" x 8.375"
Bleed Area: 5.625" x 8.625"

3 **1/2 PAGE HORIZONTAL:**
Ad Size: 4.625" x 3.6875"

Please DO NOT add any CROP MARKS, PRINTER MARKS, or any verbiage outside bleed area.

Full Screen

Specs: 1920 x 1080 px
Formats: MOV, MP4, JPG, PNG
Length: 15 Seconds

RECOMMEND ANIMATION
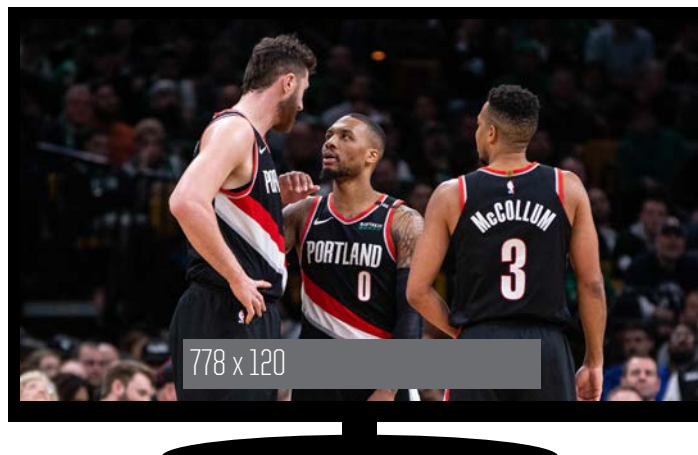

Sky Scraper

Specs: 280 x 1050 px
Formats: MOV, MP4, JPG, PNG
Length: 15 Seconds

Updated: 12/9/2020

778 x 120

ANIMATED

Resolution: 736w x 75h

File Format: Quicktime ProRes

FPS: 29.97

Filename Requirements: Filename must end in "_L3.avi"
(Example: "17EltonJohnModa_L3.avi")

Length: 7-8 seconds

STILLS

Resolution: 778w x 120h

File Format: .PNG

Unlimited number of still "pages"

Filename Requirements: Filename must end in "_L3_X.png" where "X" is the page number. (Example: "17EltonJohnModa_L3_2.png")

Color file: Small flat image of just a single color that matches the overall look of the promo.

Resolution: 10w x 10h

File Format: .PNG

Filename Requirements: Filename must end in "_Color.png" where "X" is the page number. (Example: "17EltonJohnModa_Color.png")

1920 x 1080

VIDEO

Resolution: 1920w x 1080h

File Format: Any Format

FPS: 29.97

Filename Requirements: Filename must end in "_FS.avi" (Example: "17EltonJohnModa_FS.avi")

Length: Please aim for the viewer to have read all text within the first 10 seconds.
Please pad out the video for another 30 seconds in case a read goes long. Videos should not loop.

STILLS

Resolution: 1920w x 1080h

File Format: .PNG

Unlimited number of still "pages"

Filename Requirements: Filename must end in "_FS_X.png" where "X" is the page number. (Example: "17EltonJohnModa_FS_2.png")

Color file: Small flat image of just a single color that matches the overall look of the promo.
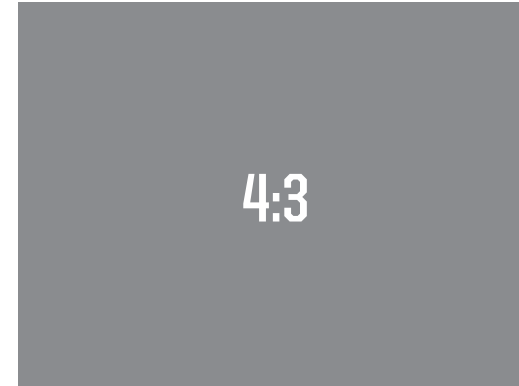
Resolution: 10w x 10h

File Format: .PNG

Filename Requirements: Filename must end in "_FS_Color.png" where "X" is the page number. (Example: "17EltonJohnModa_FS_Color.png")

Aspect Ratio

16:9

4:3

300w x 60h

Pre-roll needs to be :15 and includes a 300x60 companion banner
Accepted Streaming Video Ad Delivery Formats:
Aspect Ratios: 16:9 & 4:3 (4:3 to get black curtains to fit 16:9)
File-Based Media (16:9 & 4:3): QuickTime MOV, MPEG-4, MP4, AVI
     All files must contain a soundtrack, even if the ad is to run without sound.
Volume Levels: Mean volume < 24db LKFS with an acceptable range of +/- 2DB (26db or -22db it will still pass and is acceptable)
Frame Rate: 29.97
File Names: No Spaces (only _ or -)
Finished Files: No Slates
Companion Banner Size: Must be under 50k
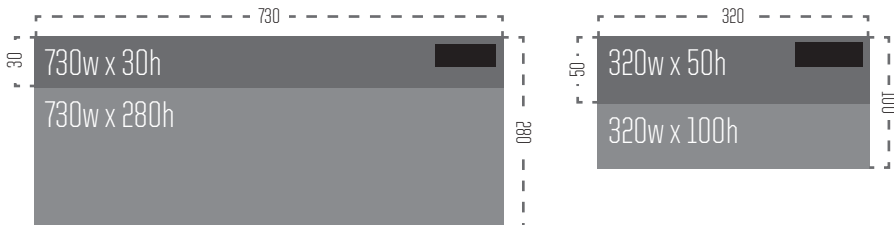
Updated: 12/9/2020

Landing Page Header

1180w x 200h

Pushdown Ad

OPEN / CLOSE   COLLAPSED   EXPANDED

1150

1150w x 50h

1150w x 440h

440

950

950w x 40h

950w x 360h

40

360

730

730w x 30h

730w x 280h

30

280

320

320w x 50h

320w x 100h

50

100

Banner Ads

728w x 90h   468w x 60h   320w x 50h   300w x 250h

640w x 100h

600w x 100h

Promo Tile

640w x 427h

Web Ad Specs

320 x 50: 50k or less
All Other Sizes: 100k or less
File Formats: JPG & GIF
Pushdown Ads: Please ensure that there isn't any creative in the open/close area.
Banner Ads: Tablet/mobile sizes (468x60/320x50/640x100/600x100) should be simplified versions of the 728x90 desktop ad. Text and details should be kept short and as large as possible to remain legible for the reader.

TRAIL BLAZERS DIGITAL

App Banner/Inline Ad

640w x 100h

App Gallery Slideshow Ad

640w x 960h

App Full Page Ad

750w x 1334h

Photobooth Overlay

1280w x 365h

Email

Ad: 1200w x 200h (300dpi)

Images: 1200w x 800h (300dpi)

Updated: 12/9/2020

DIGITAL ADVERTISING WEB ADS
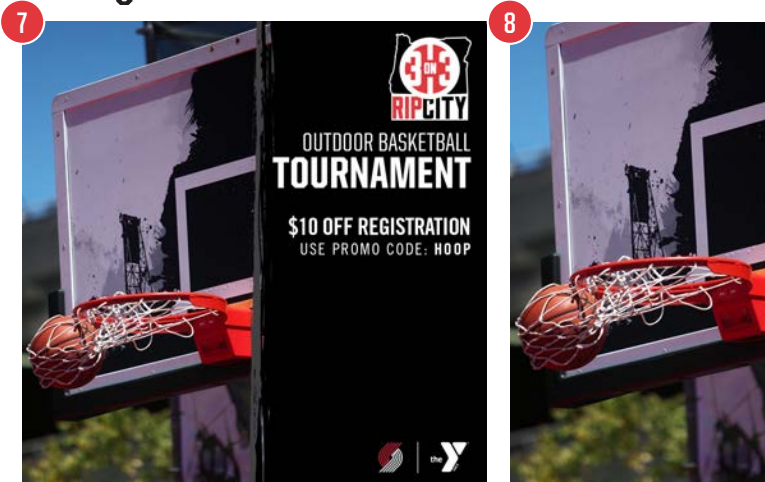
Banner Ad

Facebook

Twitter

Instagram

Social Ad Text Guidelines:
https://www.facebook.com/ads/tools/text_overlay

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1 | **BANNER AD:**
Image Size: 728w x 90h

2 | **BANNER AD:**
Image Size: 160w x 600h

3 | **BANNER AD:**
Image Size: 300w x 600h

4 | **BANNER AD:**
Image Size: 300w x 250h

5 | **FACEBOOK:**
Image Size: 1200w x 628h
May not include more than 20% text

Caption: Text only, 125 characters recommended

6 | **TWITTER:**
Image Size: 1200w x 675h
May not include more than 20% text

Caption: Text only, 125 characters recommended

7 | **INSTAGRAM:**
Image Size: 1080w x 1080h
May not include more than 20% text

Caption: Text only, 125 characters recommended

8 | **INSTAGRAM STORIES:**
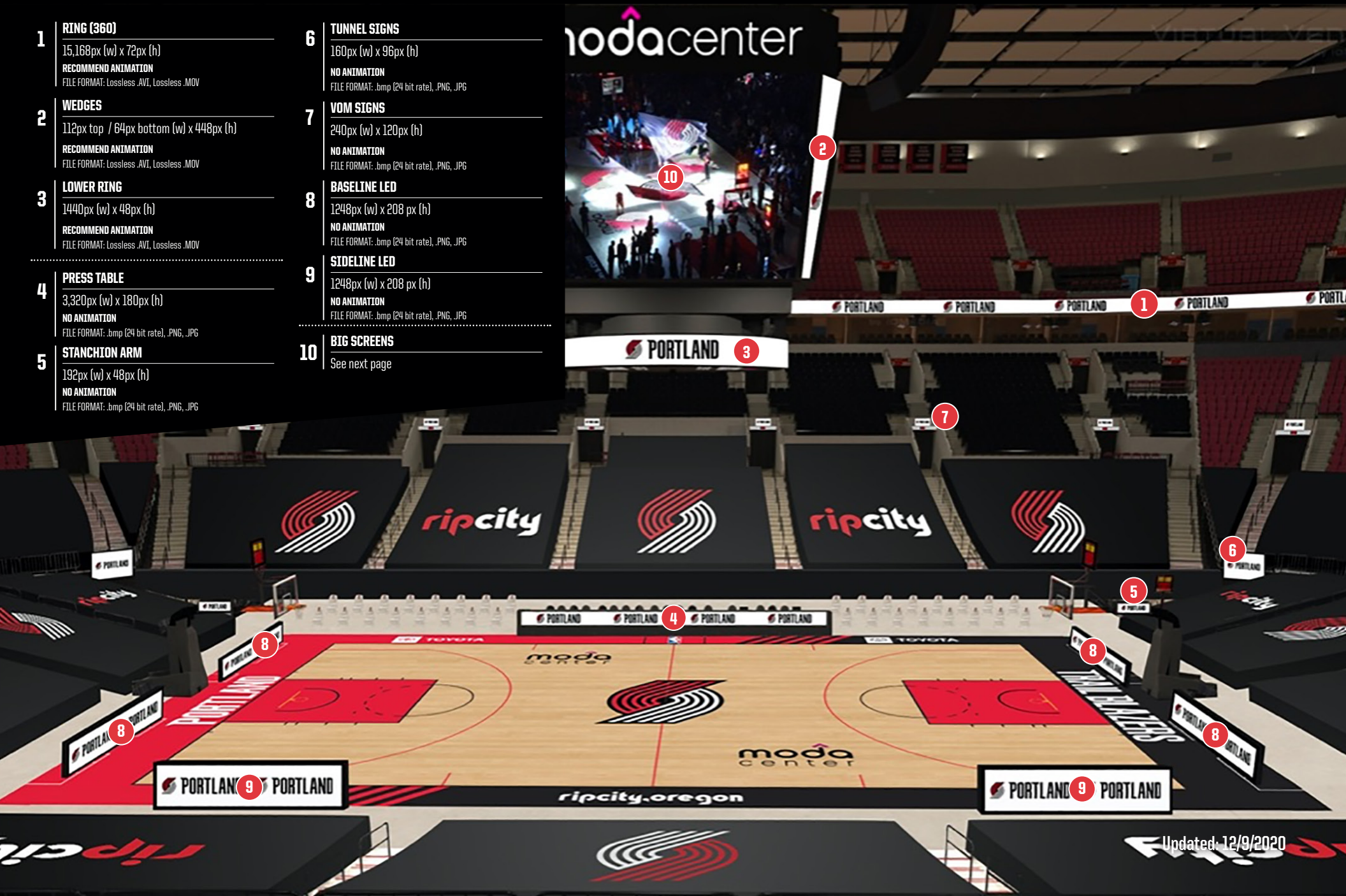Image Size: 1080w x 1920h
May not include more than 20% text

Recommended Banner Ad Content:
Event name, logo and/or image, date of event, venue logo/name, Find Ticket 'button'. May flash if desired.

Updated: 12/9/2020

ARENA DIGITAL

1 RING (360)
15,168px (w) x 72px (h)
RECOMMEND ANIMATION
FILE FORMAT: Lossless .AVI, Lossless .MOV

2 WEDGES
112px top / 64px bottom (w) x 448px (h)
RECOMMEND ANIMATION
FILE FORMAT: Lossless .AVI, Lossless .MOV

3 LOWER RING
1440px (w) x 48px (h)
RECOMMEND ANIMATION
FILE FORMAT: Lossless .AVI, Lossless .MOV

4 PRESS TABLE
3,320px (w) x 180px (h)
NO ANIMATION
FILE FORMAT: .bmp (24 bit rate), .PNG, JPG

5 STANCHION ARM
192px (w) x 48px (h)
NO ANIMATION
FILE FORMAT: .bmp (24 bit rate), .PNG, JPG

6 TUNNEL SIGNS
160px (w) x 96px (h)
NO ANIMATION
FILE FORMAT: .bmp (24 bit rate), .PNG, JPG

7 VOM SIGNS
240px (w) x 120px (h)
NO ANIMATION
FILE FORMAT: .bmp (24 bit rate), .PNG, JPG

8 BASELINE LED
1248px (w) x 208 px (h)
NO ANIMATION
FILE FORMAT: .bmp (24 bit rate), .PNG, JPG

9 SIDELINE LED
1248px (w) x 208 px (h)
NO ANIMATION
FILE FORMAT: .bmp (24 bit rate), .PNG, JPG

10 BIG SCREENS
See next page

Updated: 12/9/2020

1920

1080

13:9 TITLE SAFE ZONE

CLOSED
CAPTIONING
LINE

Specs

Dimensions: 1920px (w) x 1080px (h)
Safe Zone: Please use 13:9 Title Safe Zone for all copy.

PREFERED FILE FORMATS
All video formats accepted

OUTDOOR DIGITAL BILLBOARDS

BILLBOARDS

368px (w) x 144px (h) - 2 LOCATIONS
272px (w) x 112px (h) - 1 LOCATION
270px (w) x 135px (h) - 1 LOCATION

NO ANIMATION
FILE FORMAT .JPG or .PNG

Updated: 12/9/2020

SPOT / FILE DELIVERY

http://ftp.ripcity.com
Login: tvspot
Password: !ripcity!

Javelin
Dest Name: PORTLANDTRAILBLAZERS
Dest Code: BLAZR

ExtremeReach
Customer ID: Portland TrailBlazers
ExtremeReach Dest Codes:
Portland TrailBlazers - TV (PTB) (POTR-TV)
Portland TrailBlazers - Radio (PTB)

Radio:
Email MP3's or download link to
brent.misfeldt@trailblazers.com

TRAFFIC SPECS

Scanning Frequency
# of copies: 1
Audio Requirements: Stereo
Audio Ch 1:   Left
Audio Ch 2:   Right
Frame Rate: 1080i - 59.94
Aspect Ratio: 16 x 9

✔

Required HD spots to
be center-cut-safe

✘

No Tied Spots
No Air HD animated billboards
No special ISCI requirements
No special labeling requirements
No required SD copy of HD spots

Special Instructions / Notes:
The preferred codec is Avid DNX at a data rate of 145 megs per second
and a frame size of 1920 x 1080. If the client is unable to encode to the
DNX format, then MPEG2 at any high quality data rate and a frame size of
1920 x 1080 is acceptable.

LOCATION / CONTACT

Trail Blazers
One Center Court - Suite 200
Portland, OR 97227

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E: brent.misfeldt@trailblazers.com

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