



TRAIL BLAZERS GAME PROGRAM: RIP CITY MAGAZINE

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 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.



CONCOURSE DIGITAL SIGNAGE

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





TRAIL BLAZERS BROADCAST LOWER THIRD



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”)



TRAIL BLAZERS BROADCAST FULL SCREEN



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

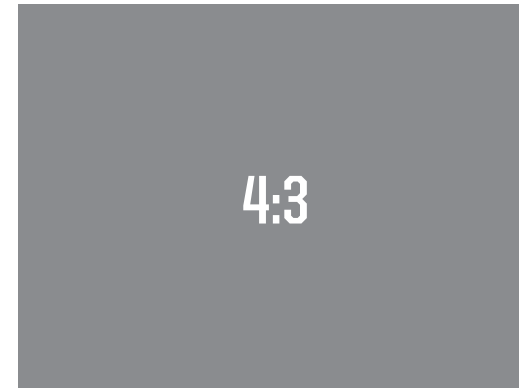
File Format: .PNG

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



WEB VIDEO PRE-ROLL

Aspect Ratio



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

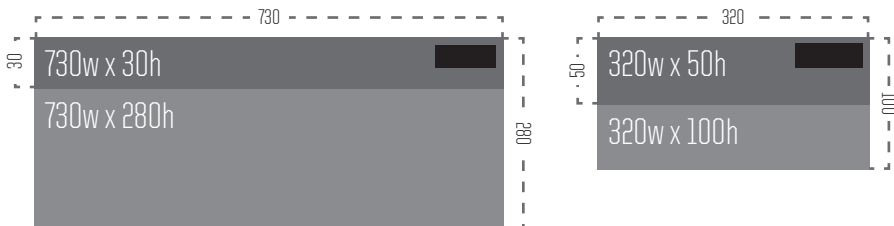


Landing Page Header

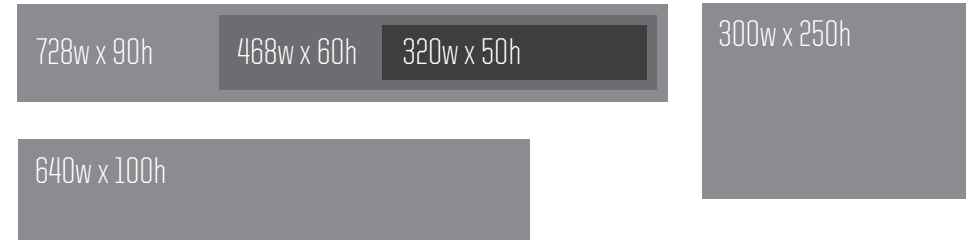


Pushdown Ad

■ OPEN / CLOSE ■ COLLAPSED ■ EXPANDED



Banner Ads



Promo Tile



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.



App Banner

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)



DIGITAL ADVERTISING WEB ADS

Banner Ad



Facebook



Twitter



Instagram



Social Ad Text Guidelines:

https://www.facebook.com/ads/tools/text_overlay

- BANNER AD:**
Image Size: 728w x 90h
- BANNER AD:**
Image Size: 160w x 600h
- BANNER AD:**
Image Size: 300w x 600h
- BANNER AD:**
Image Size: 300w x 250h
- FACEBOOK:**
Image Size: 1200w x 628h
May not include more than 20% text
Caption: Text only, 125 characters recommended
- TWITTER:**
Image Size: 1200w x 675h
May not include more than 20% text
Caption: Text only, 125 characters recommended
- INSTAGRAM:**
Image Size: 1080w x 1080h
May not include more than 20% text
Caption: Text only, 125 characters recommended
- INSTAGRAM STORIES:**
Image Size: 1080w x 1920h
May not include more than 20% text

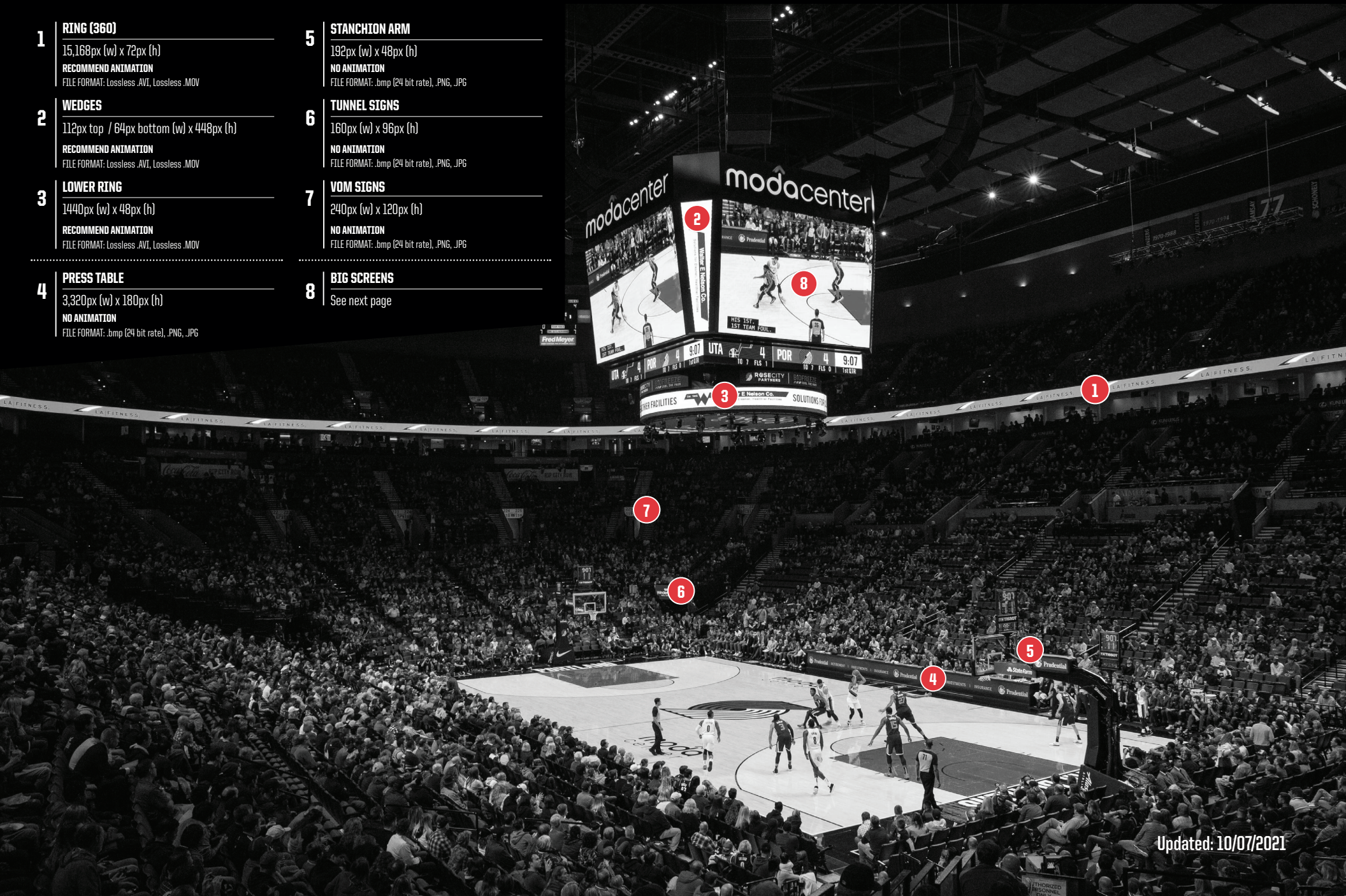
Recommended Banner Ad Content:

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



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 BIG SCREENS**
See next page





ARENA DIGITAL: BIG SCREENS



Specs

Dimensions: 1920px (w) x 1080px (h)

Safe Zone: Please use 13:9 Title Safe Zone for all copy.

PREFERRED 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

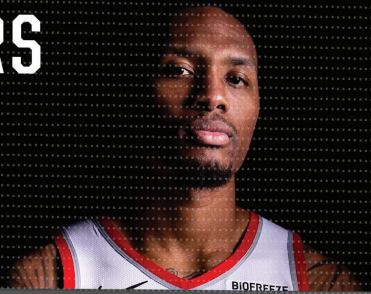
NO ANIMATION

FILE FORMAT .JPG or .PNG

modacenter

 **BLAZERS**
vs. CLIPPERS
THURSDAY, OCTOBER 9

844.RIP.CITY / trailblazers.com



Veterans Memorial Coliseum



TV / RADIO TRAFFIC SPECS

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



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