Full Screen

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

RECOMMEND ANIMATION

Sky Scraper

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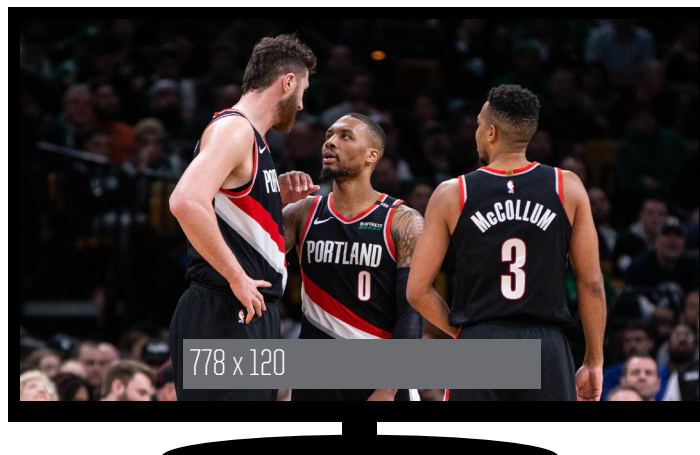**Formats:** MP4, JPG, PNG
Length: 15 Seconds

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")

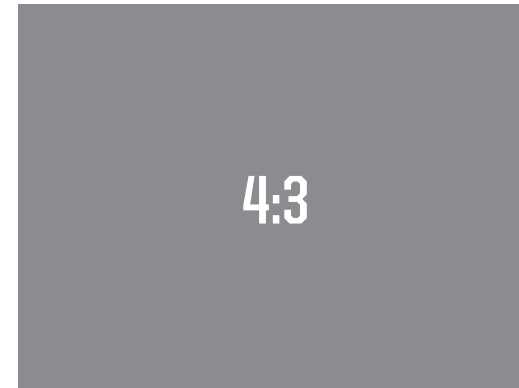**Color file:** Small flat image of just a single color that matches the overall look of the promo.

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
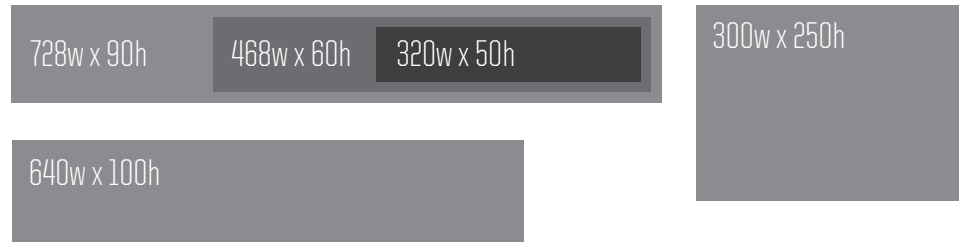
Landing Page Header

5000w x 500h

Pushdown Ad

OPEN / CLOSE COLLAPSED EXPANDED

1150

1150w x 50h

1150w x 440h

50

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

Inline Images

1010w x 400h

Web Ad Specs

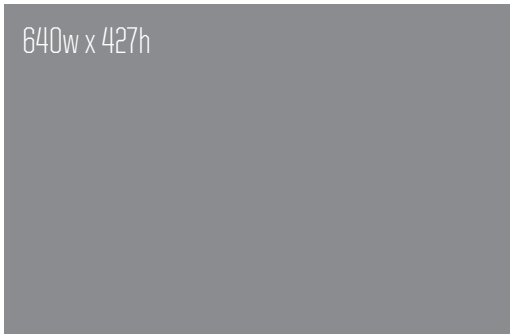**320 x 50:** 50k or less
All Other Sizes: 100k or less
File Formats: JPG, PNG & GIF
Pushdown Ads: Please ensure that there isn't any creative in the open/close area.
Banner Ads: Tablet/mobile sizes (468x60/320x50/640x100/600x100) should be simplified versions of the 728x90 desktop ad. Text and details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

Promo Tile

640w x 427h

CTA Tiles

760w x 428h

Web Ad Specs

320 x 50: 50k or less
All Other Sizes: 100k or less
File Formats: JPG, PNG & GIF
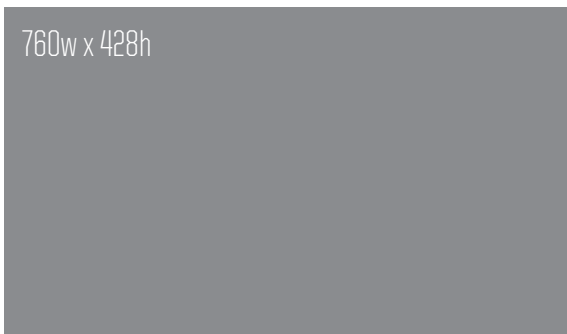**Pushdown Ads:** Please ensure that there isn't any creative in the open/close area.
Banner Ads: Tablet/mobile sizes (468x60/320x50/640x100/600x100) should be simplified versions of the 728x90 desktop ad. Text and details should be kept short and as large as possible to remain legible for the reader.
CTA Tiles: Desktop view, image renders 421px width by 237px height. Tablet view, image renders 451px width by 254px height.

TRAIL BLAZERS DIGITAL

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)
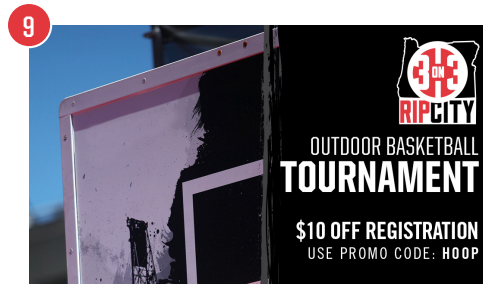
DIGITAL ADVERTISING WEB ADS

Banner Ad

1 OUTDOOR BASKETBALL **TOURNAMENT** — $10 OFF REGISTRATION USE PROMO CODE: **HOOP**

2 OUTDOOR BASKETBALL **TOURNAMENT** $10 OFF REGISTRATION USE PROMO CODE: **HOOP**

3 OUTDOOR BASKETBALL **TOURNAMENT** $10 OFF REGISTRATION USE PROMO CODE: **HOOP**

4 OUTDOOR BASKETBALL **TOURNAMENT** $10 OFF REGISTRATION USE PROMO CODE: **HOOP**

Facebook

5 OUTDOOR BASKETBALL **TOURNAMENT** $10 OFF REGISTRATION USE PROMO CODE: **HOOP**

Twitter

6 OUTDOOR BASKETBALL **TOURNAMENT** $10 OFF REGISTRATION USE PROMO CODE: **HOOP**

Instagram

7 OUTDOOR BASKETBALL **TOURNAMENT** $10 OFF REGISTRATION USE PROMO CODE: **HOOP**

8

Ticketmaster

9 OUTDOOR BASKETBALL **TOURNAMENT** $10 OFF REGISTRATION USE PROMO CODE: **HOOP**

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

|	
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 & REELS:** Image Size: 1080w x 1920h **May not include more than 20% text**
9	**TICKETMASTER:** Image Size: 1920w x 1080h

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

Updated: 1/4/2023

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
384px (w) x 108px (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

Updated: 10/07/2021

1920

1080

13:9 TITLE SAFE ZONE

CLOSED
CAPTIONING
LINE
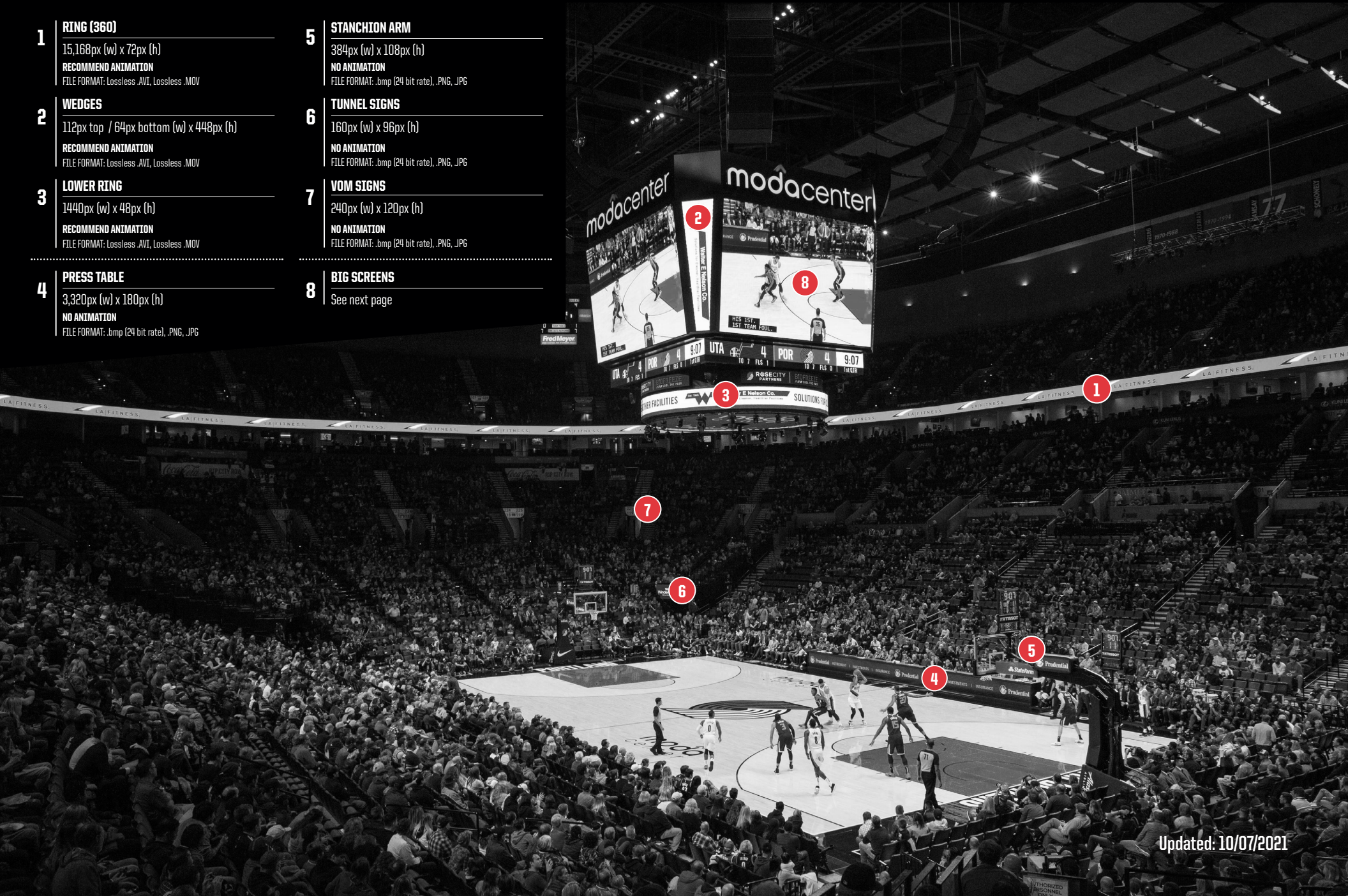
Specs

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

modacenter

BLAZERS
vs. CLIPPERS
THURSDAY, OCTOBER 9

844.RIP.CITY / trailblazers.com

BIOFREEZE

Veterans Memorial Coliseum

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: 10/07/2021

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

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

Brent Misfeldt
P: 503-797-9727
E: brent.misfeldt@trailblazers.com

Updated: 1/4/2023

NAME	WIDTH	HEIGHT
Full Page Ad (Mobile)	750	1334
Full Page Ad (Tablet)	1536	2560
Banner (Mobile)	640	100
Banner (Tablet)	1456	256
Game Sponsort (In Schedule)	198	30
Main Splash Screen (iOS Mobile)	1242	2688
Main Splash Screen (iOS Tablet)	2732	2732
Main Splash Screen (Android Mobile)	720	1280
Main Splash Screen (Android Mobile - Landscape)	2560	1600
Main Splash Screen (Android Tablet)	1600	2500
Starting Five Promotion Placement	750	1334