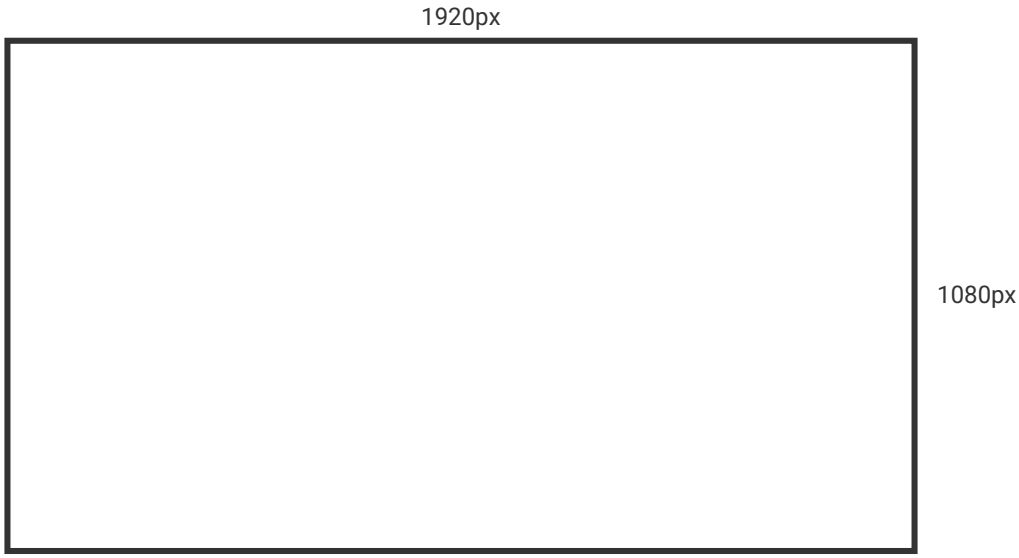
# Creative Specs

Gas Station Pump TV/Digital/Video




- **Physical:** 10-15" screen
- **Resolution:** 1920px W x 1080px H
- **Format:** JPG, MP4 or MOV
- **Data Rate:** 10 MBPS
- **Codec:** H.264 (a.k.a. MPEG-4 AVC)
- **Frame Rate (FPS):** 29.97
- **Audio:** 48 kHz audio, 16 bit min sample size, 128 kbs minimum, mono or stereo
- **Audio Codec:** MPEG-2/4 or equivalent
- **Length:** 15 or :30 seconds
- **DPI/PPI:** 72
- **Color Mode:** sRGB