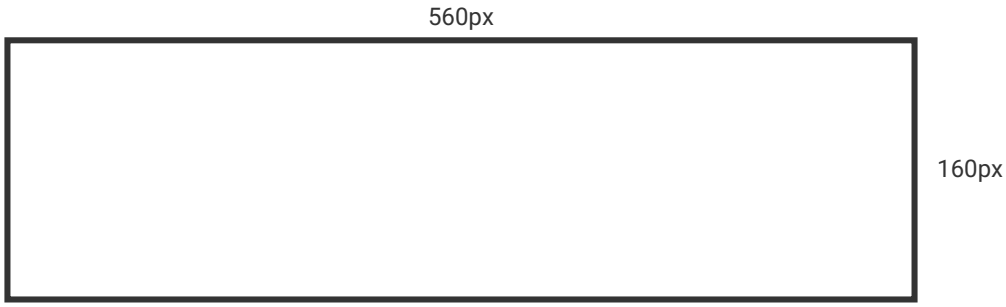
# Creative Specs

Taxi and Rideshare (Uber/Lyft) Top, Digital

## STANDARD

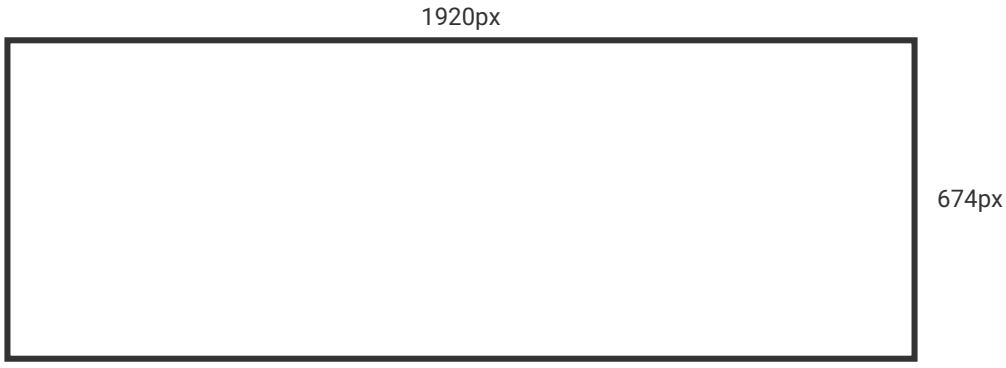



- **Physical:** 37.5-43.75" W x 12.5-14.5" H
- **Resolution:** 560px W x 160px H
- **Format:** JPG, MP4 or MOV (no audio)
- **Length:** up to :08 seconds
- **DPI/PPI:** 72
- **Color Mode:** sRGB

# Creative Specs

Taxi and Rideshare (Uber/Lyft) Top, Digital

**ADD FOR NEW YORK CITY (NYC)**




- **Physical:** 37.5-43.75" W x 12.5-14.5" H
- **Resolution:** 1920px W x 674px H
- **Format:** JPG, MP4 or MOV (no audio)
- **Length:** up to :08 seconds
- **DPI/PPI:** 72
- **Color Mode:** sRGB