

Screen specs

Build once at 1080 × 1920 and it runs on every screen in your buy.

OnDeck
MARKETING

1080 W



1920 H

CANVAS

9:16

1080 × 1920, full bleed

LENGTH

≤ 10 sec

Loops with other spots

AUDIO

None

Screens play muted

Static

- 📄 PNG, JPEG or PDF
- 📏 1080 × 1920 px, RGB
- ⬆️ Export at max quality

Video

- 📺 MP4, MOV or MPEG, under 15 MB
- 🔊 1080p or 4K, no audio track
- 📄 Captions built into the file

Either way, design it to be understood at-a-glance, from across a hallway. Recognition builds awareness over time.

What a strong screen looks like

Creative examples: one idea, big type, one clear next step.



BEST PRACTICES

- 📏 Headlines 90 px+
- 📄 Copy 80 px off the edge
- 📺 Relatable imagery
- 🎯 One idea per screen

TIP: Already have Snapchat or TikTok creative? Same 9:16 canvas, so drop it straight in. Just check it reads without sound.

SEND IT OVER

Email your account manager, or share a Drive or Dropbox link.

Questions on a spec? Ask before you build to avoid rework.

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