



Point of Care Media Common Creative Specifications

This document presents a comprehensive set of common creative specifications established by POCMA members. These standardized specifications are intended to streamline the creative development and approval process for advertisers. This collaborative effort was aimed to enhance efficiency, reduce complexities, and facilitate seamless communication among stakeholders in the industry.

Disclaimer: Individual media companies may modify these specifications without prior notice to meet evolving industry needs or technological advancements. Therefore, it is imperative to confirm creative specifications with your media company partners before commencing any new creative development projects. POCMA is not liable for updates made by individual media companies.

DIGITAL WALLBOARD CREATIVE SPECIFICATIONS

Creative Unit	Passive Mode
Aspect Ratio	9:16
Screen Size	Varies by company but shouldn't impact creative development.
Screen Resolution (pixels)	1080 wide x 1920 high
Ad Size(s) for non-IAB ads	Recommended live area: 1080 x 1733 (lowest common denominator) all other screens may have larger dimensions.
Scrolling ISI Accepted (Y/N)	Yes
Frame Rate	24fps-30fps
Audio Bit Depth	16 bit
Max File Size	Each media company has different file size requirements but this should not impact the creative development and approval process.
File Formats Accepted	A common file format is PNG. Please note some media companies* accept other file formats in addition to PNG.
Notes	The above creative specifications reflect the common specs for the ads that play in the passive mode on the wallboard. Some companies accept other creative sizes, have additional placements throughout the device and accept other file formats.

DIGITAL SCREEN CREATIVE SPECIFICATIONS

Aspect Ratio	16:9
Screen Size	43 is a common size, but this shouldn't impact creative development and approvals.
Screen Resolution (pixels)	Screen Resolution varies by media company but shouldn't impact creative development.
Frame Rate	30fps
Max File Size	Most POC Media Companies accept unlimited file sizes but this shouldn't impact the client approval process.
File Formats Accepted	Common file formats include: MP4, PNG, & PDF. Please note some media companies accept other file formats in addition to these common ones.
Notes	All Media Companies accept custom creative as needed. We recommend adding open captions or include a sidcar file (.SRT) to the file when sending to POC Media Company.