



# 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

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

<b>Aspect Ratio</b>	16:9
<b>Screen Size</b>	43 is a common size, but this shouldn't impact creative development and approvals.
<b>Screen Resolution (pixels)</b>	Screen Resolution varies by media company but shouldn't impact creative development.
<b>Frame Rate</b>	30fps
<b>Max File Size</b>	Most POC Media Companies accept unlimited file sizes but this shouldn't impact the client approval process.
<b>File Formats Accepted</b>	Common file formats include: MP4, PNG, & PDF. Please note some media companies accept other file formats in addition to these common ones.
<b>Notes</b>	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.