



Ravens Contact:

Laura Humphreys • Baltimore Ravens
1 Winning Drive • Owings Mills, MD 21117
(410) 701-4119 phone • laura.humphreys@ravens.nfl.net

Platinum LED

Description: The Ravens currently own 1,150 feet of state-of-the-art LED boards to make it one of the largest outdoor LED boards in professional sports. The LED signage is used for sponsor animations and branding, promotions, and player & team highlights.

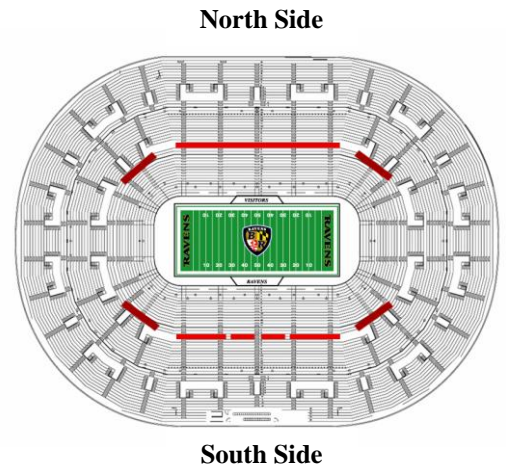
Platinum LED Sponsor receives:

Moment of Exclusivity – all boards and includes both:

- Static branding/logo treatment across all boards (C1-4, N1, S1-4)
- 0:15 - :20 animation across all boards (C1-4, N1, S1-4)
- 0:30 animation across all boards (C1-4, N1, S1-4)
- Sponsor will have creative liberty on all executions

LED Dimensions and Specifications

| | |
|---|------------------|
| Corner Fascia (C1, C2, C3, & C4) | 1056 x 36 pixels |
| Entire North Sideline Fascia (N1) | 4176 x 36 pixels |
| Left and Right South Sideline Fascia (S1, S4) | 1104 x 36 pixels |
| Both Center South Sideline Fascia (S2, S3) | 720 x 36 pixels |



ARTWORK & ANIMATIONS DUE: JULY 6th

North Side LED Fascia Display Visualization



South Side LED Fascia Display Visualization



ANC Contact:

Jen Hall • ANC Sports
2 Manhattanville Road • Suite 402 • Purchase, NY 10577
(914) 696-2100 x133 phone • jhall@ancsports.com

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Platinum LED: Production Guidelines & File Format Guide

Graphic Elements

Adobe Illustrator (AI, EPS) in RGB colorspace is preferred
Adobe Photoshop (PSD) in RGB colorspace, at least 72 dpi with alpha

Video Elements

Uncompressed QuickTime (compressor = None, Quality Highest)
30 fps, non-interlaced footage is preferred

Mini DV or BetaSP only

Supplied LED Animation

All animations must be created at the full pixel length and supplied at 30 frames per second as uncompressed QuickTime files

Flash Files are not accepted

NOTE: WHEN CREATING FOR THE SOUTH SIDE PLEASE SUPPLY AT FULL LENGTH OF BOARD:
3648 X 36

Please upload graphic elements or final animations to:

[ftp.ancsports.biz](ftp://ancsports.biz)

login: BAL_guest

password: gate10

Files can be placed in the Dropbox Folder. Please notify ANC once the file has been uploaded to the FTP site.

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Platinum LED: Creative Considerations

Your graphics should be designed to grab the audience's immediate attention, be noticed and be instantly recognizable. The following creative considerations have been compiled to assist our clients in creating LED content that results in the most dynamic displays.

LED Fascia Strip Length Considerations

- Try to avoid a tilting effect by not excessively repeating your content, and consider the full length of the LED board your canvas. Utilize the entire length of the board for your primary message.
- Repetition of your main message is recommended only when creating for a longer board such as a 360 degree screen to ensure that any spectator, regardless of their seat, will be able to absorb the main message. In this scenario, repetition of the main message around the venue should only be 4-6 times, content depending.

Text & Logo Treatments

- Use the highest resolution images possible for the best quality output results.
- Maximize the size of the logo or graphic to fit beyond the height of the boards. The human eye and familiarity with the sponsor logo will often see a complete logo, even if the very top or very bottom, happen to be cut off slightly. Scale is the hallmark of this medium.
- Horizontal logo treatments are most effective due to the horizontal makeup of the LED boards, try to avoid vertical logos
- Maximize the size of the fonts used in the LED graphic. Single lines of text are recommended, try to avoid using stacked text
- Two to three lines of original copy per animation are suggested. Your message may be ineffective, or even worse, completely missed by the audience, if it doesn't quickly convey the point, given the relatively brief duration of your message's exposure
- Horizontal motion on text should be regulated to avoid blurring to the point of illegibility. The width of the LED screens should also be maximized, given the height limitation of the displays.

Colors & Contrast

- High contrast imagery and vivid colors make for the most eye-catching displays. LED screens can display true RGB colors beyond the depth of any other medium, and have incredible resolution and contrast ratios.

Transitions

- Create seamless looping animations. This will ensure that any additional repetitions of your content in any given display scenario will project smoothly and without visual stuttering.
- Smooth transitions, dissolves and wipes are also very effective. The use of "stings" or light effects are also extremely dynamic.

Durations

- Animations should be anywhere from 10-20 seconds in length. Shorter messages give spectators a greater opportunity to digest the entire message.
- Animations cannot be displayed during game action. During short breaks, longer animations run the risk of getting cut off before they run their full course when play resumes.