

asset specifications

For your convenience, we've put together a short list of file formats that we currently accept for artwork. Coincidentally, the file formats listed for still images are exactly the same as those accepted by the Mediplay Content Creator system. (Ok, maybe it's not a coincidence, but it does make it easy to remember though!)

still images

Accepted bitmap formats: **.gif, .jpg, .png** — Preferred DPI: 300



Helpful Tip: As a rule of thumb, please note that higher resolutions (more dpi, or dots per inch) look better. Keep the expected final size in mind — i.e. a 2" x 3" image at 72 dpi is not going to look as good scaled up to 8" x 10" on your nifty HD screen as a 2" x 3" 300 dpi image. *Witness...*



72 dpi image
full-size



72 dpi image
scaled up for screen



300 dpi image
full-size



300 dpi image
scaled up for screen

The choice is yours, but we know which looks better to us. Just sayin'.

logo art (for branding bar):

Accepted vector formats: **.ai** or **.eps** format (vector format)

Accepted bitmap formats: **.jpg, .png, .psd** — Minimum DPI: 300



Important safety tip: All content should be delivered 30 days prior to live date.

In order for us to ensure that your artwork actually makes it to its intended destination, please remember that as talented as our team members are, they aren't mind readers. Following these simple steps will go a long way to ensure that everything goes as planned:

- Email artwork to support@mediplay.com with your practice name/location + **artwork** in the subject line.
- Include a detailed explanation of what you're trying to achieve.
- Include details of which location(s) the file is intended for.

It's just that easy! But if you still have questions, please let us know!



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