

VISITOR CENTER RATES & SPECIFICATIONS

Ad	Rate	File Type	Specs
BOSTON COMMON			
50" Screen			
:15 Second TV Spot or Static Ad	\$399	The following media file formats are accepted: Video: MPG, MP4, M4V, MOV, and WMV. Images (static ads): JPEG and PNG. Audio formats are not supported. Videos outside the player specifications or larger than 2GB are rejected by the interface.	Panel Technology VA; Viewable Image Size 50"; Native Resolution 1920 x 1080; Pixel Pitch 0.57mm; Backlight Type LED Direct-lit; Brightness (typical) 300cd/m2; Contrast Ratio (typical) 5000:1; Viewing Angle; 178° Vert., 178° Hor. (89U/89D/89L/89R) @ CR>10; Response Time(Gray to Gray) 8.5ms; Refresh Rate 60Hz; Aspect Ratio 16:9; Active Screen Area; 43.1 x 24.3 in. / 1095.8 x 616.4mm; Orientation Landscape; Displayable Colors; More than 16.7 million
55" Screen			
:15 Second TV Spot or Static Ad	\$499	The following media file formats are accepted: Video: MPG, MP4, M4V, MOV, and WMV. Images (static ads): JPEG and PNG. Audio formats are not supported. Videos outside the player specifications or larger than 2GB are rejected by the interface.	Resolution 1080x1920; Aspect Ratio 9:16; Brightness 350nit; Contrast Ratio (Typical) 5000:1; Viewing Angle (H/V) 178° / 178°; Response Time 6ms; Direct Lit
PRINT			
Poster	\$795	N/A - Poster Print must be provided	CMYK Color 32" x 44"
COPLEY PLACE			
36" Screen			
Static Ad	\$249	JPEG	Format: jpg: max size: 1600 w x 900 v; 72 dpi.
:15 Second Slideshow (3 images)	\$499	JPEG	Format: jpg: max size: 1600 w x 900 v; 72 dpi. Slides will be displayed in a continuous loop