

MARKETING ASSETS AND SPECIFICATIONS

LED & Outdoor Marquees

	<u>Pixels Wide</u>		<u>Pixels High</u>
Full Side - Arena Videoboard	704	X	448
Hat Ring - Arena Videoboard	2,880	X	64
Bottom Ring - Arena Videoboard	928	X	32
360 Ring (Balcony)	24,288	X	72
Scorer's Table	1,440	X	64
Concourse Display	1280	X	720
Outdoor Marquee Display	324	X	144
Special Event Center Marquee Display	96	X	40

Best Practice:

Centerhung rings are gapless, design first and last pixel columns knowing they will be displayed right next to each other. The video board has 4 faces that are again gapless, design knowing the first and last pixel columns will touch.

File Types:

LED & Outdoor Marquees - Please send static files as JPG or PNG. For video please send files as H.264 MP4 at 30fps. Video files are for indoor signage only.

Logos - Please send logos as a high quality .PNG or as an .EPS or .AI. PDF or JPG are not acceptable for logo use.

***NO WHITE BACKGROUNDS**

Social Media

	<u>Pixels Wide</u>		<u>Pixels High</u>
Facebook			
Posts	1,200	X	630
Event Cover	1,920	X	1,080
Instagram			
Image Post	1,080	X	1,350
Stories	1,080	X	1,920
Twitter/ X			
In-Stream photos	1,920	X	1080

Greensboro Complex Website

	<u>Pixels Wide</u>		<u>Pixels High</u>	<u>Safe Zone - Pixels</u>
Main Event Image	808	X	504	693 X 389

***PREFERRED** - IMAGE ONLY. **OK FOR USE** - IMAGE & TOUR/ARTIST NAME/ LOGO
DO NOT USE - DATES, COLISEUM OR COMPLEX LOGO.

	<u>Pixels Wide</u>		<u>Pixels High</u>	<u>Safe Zone - Pixels</u>
Page Slideshows	1,180	X	530	1,065 x 415

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Print Materials

	<u>Inches Wide</u>		<u>Inches High</u>
Posters	11	X	17
Handbills for Egress	4	X	6

Social Handles

Greensboro Complex

 @gsocomplex

 @gsocomplex

 @gsocomplex

First Horizon Coliseum

 @FirstHorizonColiseum

 @FirstHorizonColiseum

