



Boston Common Visitor Center Rate Card

| AD | RATE | FILE TYPE | SPECS |
|---------------------------------|-------------------|---|---|
| | 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 may be rejected by the interface. | Panel Technology VA; Viewable image size 50"; Native Resolution 1920 x 1080; Pixel Pitch 0.57; 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 | \$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 may be 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 |
| | 80" 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 may be rejected by the interface. | Panel Technology VA; Viewable image size 50"; Native Resolution 1920 x 1080; Pixel Pitch 0.57; 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. |