



CAMPUSTOURS

Content Delivery Specifications

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Still Photographs

- JPEG (100% quality) or PNG
- Maximum size: 10,000 pixels wide
- Minimum size: 1024 x 768 in pixel size
- As large an image as possible (leverage the power of down-sampling)
- Without watermarks or extra graphical elements on the images (copyright notices, etc.)

Audio

- Original, uncompressed, lossless recordings
- WAV, AIFF, PCA, W64 or RAW (WAV preferred)
- (44.1kHz; Stereo; 16-64 bit, PCM uncompressed)

Video

- Original, uncompressed, 24-30+ fps, at least 480px tall, by corresponding width
- MP4 H.264
- We suggest 720P or 1080P for most tour guide and student commentary videos
- 4K or 8K footage may be supplied
- .VTT files for closed captioning
- Video stored on YouTube, Vimeo or Wistia may be used in the presentations – simply supply the links

Panoramic Images

- JPEG (100% quality) in RGB mode (no CMYK)
- Maximum size: 20,000 pixels wide
- Minimum size: 3,000 pixels wide
- Usually delivered in a single large JPG with a 2:1 aspect ratio (10,000 pixels wide by 5,000 pixels high)
- As large as possible
- Without watermarks or extra graphical elements on the images (copyright notices, etc.)

Client Map Artwork

- JPEG (100% quality) or PNG (other formats may be supplied but will be converted)
- Maximum size: 22,000 pixels wide
- Minimum size: 5,000 pixels wide (below this zoom is significantly limited)
- Recommended Size: 10,000 – 15,000 pixels in width, larger for larger areas/campuses.
- As large an image as possible
- Without legends/keys – please remove anything you do not want shown on the base map

Client Brand Assets

(symbols, logos, typefaces, etc.)

- PNG files for logos
- TrueType, OpenType and PostScript fonts