

DM INFO SCHEET- THE BIRD www.divisionmedia.co



#### **6925 HOLLYWOOD BLVD**

This domination includes four full-motion digital faces spanning the facade of the TCL Chinese Theatre with visibility to more than 25 million residents, workers, and visitors annually. Perfectly situated above the nation's most famous sidewalk at Hollywood & Highland, a 387,000 sq ft shopping center and entertainment complex, the units are surrounded by an abundance of apartments, offices, restaurants, retail, and nightlife.

Locals love the vibrancy of this neighborhood, which sits in the heart of Hollywood, flanked by Hollywood Heights and Spaulding Square. Hangouts and hotspots like The Coffee Bean, Core Power Yoga, L.A. Fitness, Ralph's, WeWork, Musso & Frank Grill, Sound Nightclub, Mama Shelter, and No Vacancy are just a few of the favorites that draw residents and workers to the area

18+ WEEKLY IMP: 2,835,478 SIZE: (2) 17' X 15' (2) 6' X 18' LATITUDE: 34.101934 LONGITUDE: -118.341356 FACING: South, West, East ILLUMINATION: 24/7

RESTRICTIONS: SEE SALES REP NEIGHBORHOOD: HOLLYWOOD CA

# SPECS

#### **PIXEL DIMENSIONS**

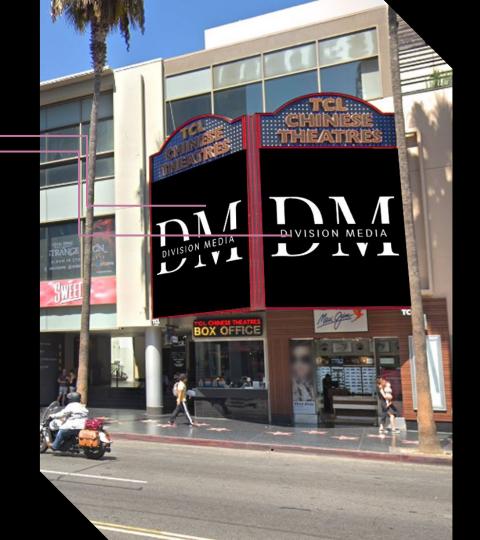
LA-DG-500 | 640px H x 576px W — LA-DG-501 | 640px H x 576px W —

#### **FILE FORMATS**

- Static (.JPEG, .GIF, .PNG) @ 72dpi
- Full Motion (.mov or .mp4)
- Max 15-30 seconds in length

#### **VIDEO ENCODING**

- Compression: H264 (MP4)
- Frame Rate: 30FPS
- Bit Rate: 30MBPS
- Please deinterlace source video



## **SPECS**

### **PIXEL DIMENSIONS**

LA-DG-502 | 184px H x 672px W ☐— LA-DG-503 | 184px H x 672px W ☐

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