



# IDEAL MEDIA DIMENSIONS

In this document you will find a set of best practices for working within your Gabbart Website. Each specification is a suggestion of what our trained Gabbart Graphic Artists think will suit your site best! Please reach out to us at **877.810.6894** if you need any assistance with your site.

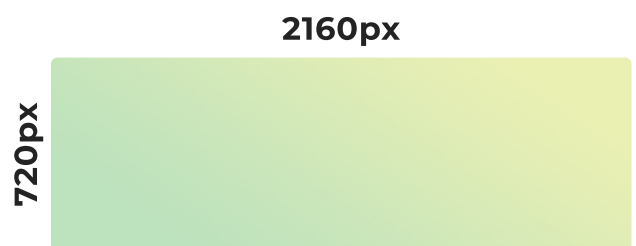
## Video Design Stack

**Resolution:** 2160px<sup>1</sup> by 720px

**File Size:** 15-25 MB

**File Type:** MP4<sup>2</sup>, H.264 Codec<sup>3</sup>

**Video Length:** 30-45 Seconds



## Video Feature Stack

**Resolution:** 1920px by 1080px

**File Size:** Under 250 MB

**File Type:** MP4, H.264 Codec

**Video Length:** Any Length as Long as it is compressed to under 250 MB.



## Stacked News Articles

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**Resolution:** 600px by 500px

**File Type:** JPEG<sup>4</sup> or PNG<sup>5</sup>



## Row News Articles

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**Resolution:** 500px by 475px

**File Type:** JPEG or PNG

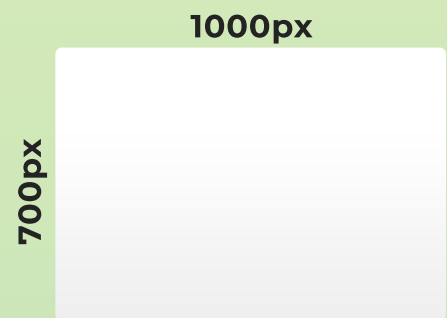


## Secondary Slideshow

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**Resolution:** 1000px by 700px

**File Type:** JPEG or PNG



## News Articles - Widget

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**Resolution:** 345px by 575px

**File Type:** JPEG or PNG



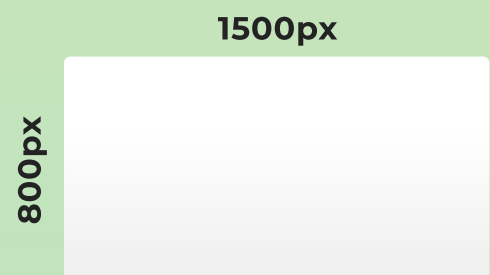
## Design Slideshow

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**Resolution:** 1500px by 800px

**File Type:** JPEG or PNG

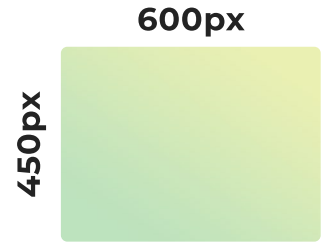
**Details:** Leave 150 pixels on top and bottom for Bleed<sup>6</sup>  
(on extra wide screens, less of the image will be cut off)



## Trendy News Articles

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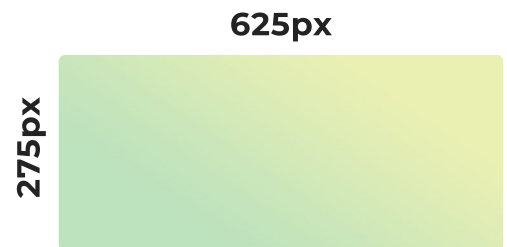
**Resolution:** 600px by 450px  
**File Type:** JPEG or PNG



## Scroll Over Images

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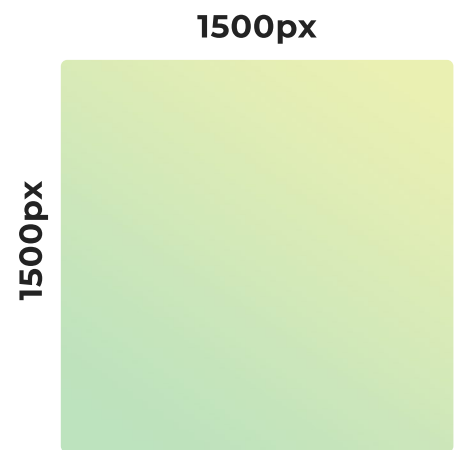
**Resolution:** 625px by 275px  
**File Type:** JPEG or PNG



## Parallax images

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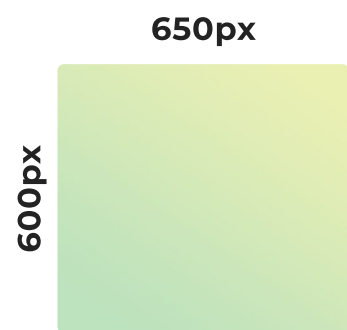
**Resolution:** 1500px by 1500px  
**File Type:** JPEG or PNG  
**DPI:** 100-300'



## Double Blocks image

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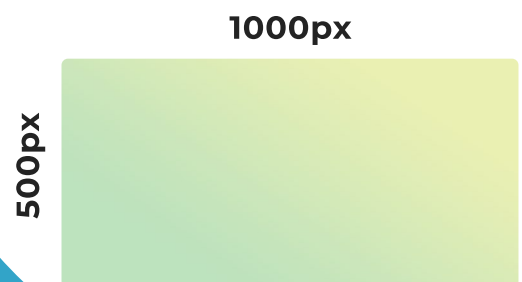
**Resolution:** 650px by 600px  
**File Type:** JPEG or PNG  
**DPI:** 100-300



## Number Count Stack

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**Resolution:** 1000px by 500px  
**File Type:** JPEG or PNG



# TERMS DEFINED

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## Video Terms

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### 1. px or pixels

A pixel is represented by a dot or square on a computer display. The more pixels, the higher quality the image and the higher the file size.

Cameras are often referred to as having a certain number of Megapixels. Megapixels are equivalent to 1 Million pixels.

### 2. MP4

MP4 is an international standard for audio-visual coding. "MP4" is a container for the code that makes up the video. It works with most online platforms including Gabbart sites; however, not *all* .mp4 files work. Why is this? Read below about codecs.

### 3. H.264 Codec

A codec is the way that your video is coded. Not all codecs can be read by online video platforms. H.264 is a very popular flavor of the MPEG-4 codec. This codec is widely supported on most platforms.

## Photo Terms

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### 4. JPEG

A very popular photo file format that works with most online media hosting platforms. It does not honor transparency and will always appear opaque.

### 5. PNG

Another popular file format that is widely accepted and tends to have higher file sizes than JPEG. This format can display transparency on Gabbart sites.

### 6. Bleed

Extra space that is added to the edge of a document. It is most often used in prints.

### 7. DPI or Dots Per Inch

DPI is another way to set up your resolution in design softwares. In short, it means that there are X number of dots (or pixels) per inch. So if you had a 4 by 5 inch document at 150 DPI, the document would be 600 dots wide and 750 dots tall.