



Xcel Energy Center

DIGITAL SIGNAGE

SCOREBOARD DISPLAY SIGNAGE

Display Name	Location	Size (pixels) H x W	Format
Main Scoreboard Display	Sides	864 x 1728	JPEG
Main Scoreboard Display	Ends	864 x 1104	JPEG
Main Scoreboard Video	Sides and Ends	1920 x 1080	AVI or MOV

FULL DISPLAY ANIMATIONS

Display Name	Location	Size (pixels) H x W	Format
Suite Fascia	Entire 360° of Suite Level	40 x 18016	AVI or MOV
Upper Level Fascia	Sides of 200 Level	40 x 5152	AVI or MOV
Scoreboard – Top Ring*	Top Ring of Scoreboard	144 x 6672	AVI or MOV
Column Advertising	Arena Corners	424 x 416	AVI or MOV
End Zone Video Lower Slab	Ad Space on End Zone Videoboard	184 x 1104	JPEG
Centerhung Top Ring Signs	Top Ring of Videoboard	144 x 6672	JPEG

MINNESOTA WILD IN-ARENA DISPLAY ADVERTISING

Display Name	Location	Size (pixels) H x W	Format
Suite Fascia	Suite Level Sidelines	40 x 7066	JPEG
Upper Level Fascia	200 Level Center	40 x 4188	JPEG
'Crow's nest' Column Fascia	Columns C & D (123 End)	60 x 680	JPEG
Scoreboard Display – Sides	Scoreboard Ad Space on Sides	864 x 192	JPEG
Scoreboard Display – Ends	Scoreboard Ad Space on Ends	184 x 1104	JPEG
Scoreboard Display – Top Ring*	Scoreboard Ad Space Top Ring	144 x 6672	JPEG
Player Tunnels	Home and Visitor Players Benches	144 x 192	JPEG

*Please note: The top ring of the scoreboard is a wraparound display. Avoid using logos and/or text in the corner as they are not viewable from certain angles.

The four corner areas are located in these pixel ranges (red squares):

1) 1920 to 2172 2) 3084 to 3336 3) 5256 to 5508 4) 6420 to 6672



MARQUEES & CONCOURSE MONITORS

Display Name	Location	Size (pixels) H x W	Format
Exterior Marquees	Gates 2 and 3	456 x 264	JPEG or H.264 MOV or .mp4 file*
RiverCentre Marquee	Kellogg Boulevard	384 x 216	JPEG
Concourse Monitors	Various	1920 x 1080	JPEG

*Exterior marquee video may be no longer than 15 seconds.

