

CourtSpark Advertiser Onboarding Form

Complete this form so the CourtSpark team can set up your advertising account, build your media plan, and get your creative live on club screens. You can also fill this out online at courtsparkai.com/advertiser-onboarding.

Confidential — CourtSpark Media Inc. will not share or sell the information provided here, except as needed to deliver your campaign or as required by law.

1. Advertiser / company details

Legal entity name *	
Brand / DBA name	
Entity type (LLC, Corp, etc.)	
Industry / category	
Website URL	
Business address	

2. Primary contact

Full name *	
Title / role	
Email *	
Phone	

3. Billing & marketing contacts

Billing contact name	
Billing contact email	
Billing contact phone	
Billing address (if different)	
Tax ID / EIN (if applicable)	
Marketing contact name	

Marketing contact email	
Marketing contact phone	
Agency / media buyer (if any)	
Agency contact details	

4. Campaign goals & targeting

Primary campaign objective	
Target audience description	
Target markets / cities / regions	
Preferred clubs or venues	
Sports of interest (Pickleball / Padel / Tennis / All)	

5. Budget & flight dates

Monthly budget range	
Campaign length	
Desired start date	
Desired end date	
Preferred dayparts (e.g. evenings, weekends)	

6. Creative & assets

Formats needed (see specs on next page)	
Is creative ready to deliver? (Yes / No)	
Do you need CourtSpark design help? (Yes / No)	
Asset delivery method (email, Drive, Dropbox...)	
Links to existing creative / brand assets	
Landing page URL	
Call to action	
QR code or promo code to feature	

Tracking / reporting requirements	
Brand guideline notes	

7. Approval & signature

I confirm the creative complies with CourtSpark content policy (Yes / No)	
Additional notes	
Authorized signature (print name) *	
Title	
Date	

Creative specifications — screen placements

CourtSpark court and social-area displays use a fixed four-zone layout. Deliver artwork at the exact pixel dimensions below (or an exact 2× multiple) in RGB / sRGB.

Placement	Pixel size	Aspect	Typical use
Main feature panel	1600 × 900	16:9 landscape	Hero image or video spot
Side rail	295 × 900	~1:3 portrait	Vertical brand panel, logo lockup
Bottom banner	1600 × 155	~10:1 wide strip	Ticker message, offer line
Corner tile	295 × 155	~1.9:1 block	Logo badge, sponsor mark

Image best practices

- File types: PNG (preferred for logos, flat colour, text) or high-quality JPG for photography.
- Colour: RGB / sRGB only — CMYK files will not display correctly.
- Resolution: build at the exact pixel size, or exactly 2× and we downscale. Never upscale small art.
- File size: keep static images under 5 MB each.
- Safe area: keep logos and text at least 5% in from every edge (about 80 px on a 1600-wide asset).
- Type size: minimum 36 px cap height on 1600 × 900, 24 px on the 1600 × 155 banner — courts are viewed from 20-60 ft.
- Contrast: strong contrast between text and background; avoid thin light type on bright photography.
- One idea per asset: a logo, one headline, one call to action. Screens are glanced at, not read.
- No transparency in final export — flatten to a solid background matching the placement.

Video best practices

- Container / codec: MP4 (H.264), or MOV (H.264). No proprietary or DRM-protected files.
- Resolution: 1600 × 900 for the main panel; matching pixel size for any other animated zone.
- Frame rate: 30 fps (24 or 60 fps accepted). Constant frame rate only.
- Bitrate: 8-12 Mbps for 1600 × 900. Keep files under 50 MB.
- Duration: 10-15 seconds is ideal; 30 seconds maximum.
- Audio: screens play muted — never rely on sound. Include on-screen text for any spoken message.
- First and last frame: hold your logo and call to action for at least 2 seconds at the end.
- Motion: avoid rapid flashing or strobing; smooth, slow motion reads best at distance.

- Loop-friendly: design so the last frame can cut cleanly back to the first.

Content policy

No adult content, tobacco or vaping, firearms, gambling where prohibited, political attack advertising, or content that disparages a club, its members, or CourtSpark partners. Alcohol and CBD creative may run only where local regulations and the host club allow it. CourtSpark reserves the right to decline or request changes to any creative.

Send completed forms and creative to info@courtsparkai.com · courtsparkai.com