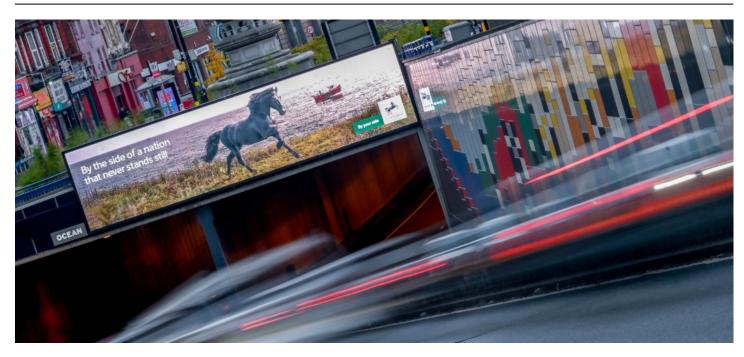
# Digi-Bridge, Birmingham Central Digital Production Specs





#### Artwork Size & Duration

### ↔ 1216px wide by \$ 288px high

Artwork needs to be supplied at exactly the stated pixel size resolution. No trim, bleed or safe-area is required.

# I0 Seconds

This is our standard advert length. Other timings may be possible - please contact us for more details.

#### Acceptable Motion Levels

# ✓ Static only

Definitions of motion levels, along with creative guidelines can be found at **oceanoutdoor.com/creativity**.

#### Deadlines

# 苗 5 Business Days

Artwork needs to be delivered 5 days prior to campaign launch, any artwork delivered late is **not guaranteed to run on time**.

#### **File Format Specifics**

#### **Static Artwork**

- JPEG (.jpg) format at "High" or "Very High" quality
- RGB colour mode CMYK files will not work on our systems
- 72 DPI at exact pixel size stated

#### Suggested Naming Convention

CAMPAIGN\_SITENAME\_LiveDate (YYMMDD)

#### **File Delivery & Enquiries**

Files under 10MB can be emailed directly, files over 10MB can be sent via **WeTransfer**, **Dropbox**, **Google Drive** or similar to the email address below.

For any production questions please contact the Digital Delivery team (normal office hours apply)

- digitaldelivery@oceanoutdoor.com
- 🧈 +44 (0)20 7062 4114