The Loop Canary Wharf
Digital Production Specs

OCEAN

Artwork Size & Duration

40 screens, each

↔ **1080px** wide by ↕ **1920px** high

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

Locations may have more than one elevation. Please clearly specify which artwork is for which screen, If only one artwork is supplied, this will be used for all screens.

10 Seconds

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

Acceptable Motion Levels

✓ Full, Subtle or Static

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

Deadlines

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

Motion Artwork

- Quicktime (.mov or .mp4) using the H.264 codec
- 25 frames per second
- Max Bitrate 8 MB/s (Variable Bit Rate)
- No Audio

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

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