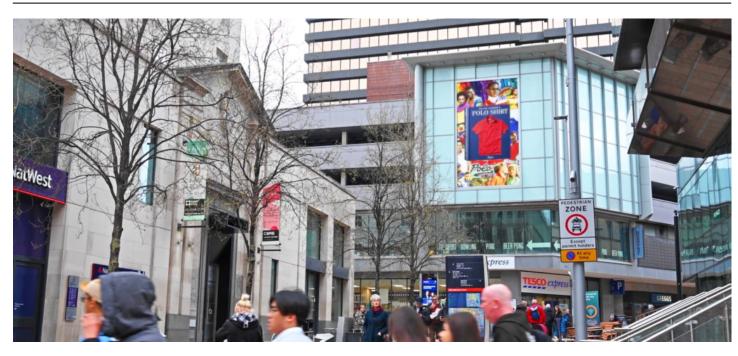
# The Screen @ Bond Street, Leeds Digital Production Specs





## Artwork Size & Duration

# ↔ 360px wide by **1**648px 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

# ✓ 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