

# The Screen @ Bullring North, Birmingham

## Digital Production Specs



### Artwork Size & Duration

↔ **384px** wide by ↓ **576px** high

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

🕒 **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 [www.oceanoutdoor.com/creativity](http://www.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) using the H.264 codec  
Although not supported in latest versions of Adobe software, this codec is still available using [AfterCodecs](#) or by installing a previous version After Effects or Media Encoder (CC 2017)
- 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](mailto:digitaldelivery@oceanoutdoor.com)

☎ **+44 (0)20 7062 4114**