

# XL – New Town Row, Birmingham (Outbound) Digital Production Specs



## Artwork Size & Duration

↔ **720px** wide by ↓ **360px** 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

✓ **Static only**

Definitions of motion levels, along with creative guidelines can be found at [oceanoutdoor.com/creativity](https://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

### 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**