



Production Specification

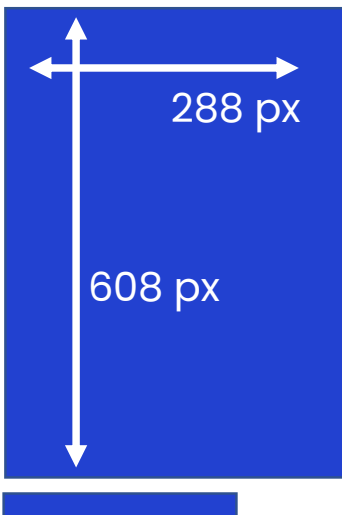
Northumberland Street

(Double sided tower)

N1 7PR

Dimensions

2 Screens, each:



Name plate: (STATIC ARTWORK)
160px wide x 32px high

Advert Length

10 seconds

This is our standard length. Other timings may be possible – please contact us.

Deadlines

5 working days

Copy must be delivered 5 working days before the start date of a campaign.

File Format

Artwork needs to be supplied at exactly the stated pixel size resolution.

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

Static Artwork

- RGB colour mode (CMYK files do not work)
- JPEG (jpg.) format
- 72 DPI at exact pixel size stated

File Delivery

Please check final copy has exported at the correct dimensions
Copy must be labelled with the CAMPAIGN NAME, SCREEN NAME and START DATE

Please deliver copy to:

content@uniledsoftware.com & veronica@cityoutdoormedia.com

Files larger than 10MB should be sent through an online transfer service like wetransfer.com

This location has more than one elevation. Please clearly specify which artwork is for which screen, If only one artwork is supplied, this will be used for both screens.