



Northbound



Southbound

# Production Specification

## Meadowhall Digital

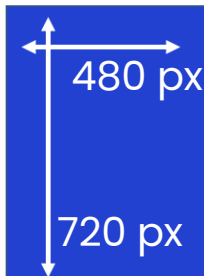
### Towers

(Northbound & Southbound)

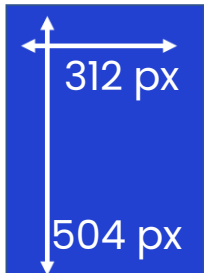
S9 2FY

## Dimensions

### Southbound



### Northbound



## 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](mailto:content@uniledsoftware.com) & [veronica@cityoutdoormedia.com](mailto:veronica@cityoutdoormedia.com)

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

**Please note that the two screens have different pixel sizes.**

Please ensure to produce two different sized creatives as requested above.