

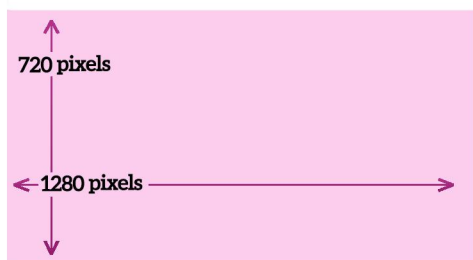
The Exchange, Ilford



Digital Production Specifications

Pixel Size

Artwork should be supplied at exact size shown. No trim, bleed or safe area.



File Name

Please label your file with the relevant campaign name, panel number and mall name.

Digital Creative Types

- Static Digital
- Dynamic Digital
- Full Animation

Acceptable File Formats

JPEG (RGB) | Quicktime (.mov)

Animation File Formats

Quicktime (.mov) **No Audio**

- H.264 Codec
- 10 Seconds Duration
- 25 Frames Per Second
- Max Bitrate 4 MB/s
- Variable Bitrate
- Maximum File Size 25 MB

Colour Mode

RGB (True Black = R0, G0, B0)

CMYK **NOT** Accepted

- It is preferable to use bold and contrasting colours with full shades as they look better on LED displays.
- Large and legible fonts - minimum pixel height for text is 5 pixels.
- No gradients.

Delivery of artwork

Email all artwork to creative@digitalmediadirect.co.uk at least 4 working days prior to in-charge.