

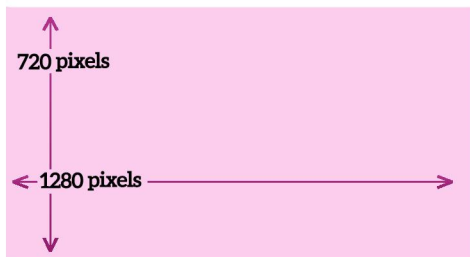
## The Mall, Luton



### 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](mailto:creative@digitalmediadirect.co.uk) at least 4 working days prior to in-charge.