

# D48 – Chester Road Roundabout

## Digital production specifications



### Artwork size and duration

**576px wide by 288px 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 creative types

✓ Static creative

Definitions of creative types, along with DOOH creative guidelines can be found at [www.oceanoutdoor.com/creativity](http://www.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**.

### Format for static creative

- JPEG 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)

### Delivery and production 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).

Email: [digitaldelivery@oceanoutdoor.com](mailto:digitaldelivery@oceanoutdoor.com)