

Eat Street @ Westfield London

Digital production specifications



Artwork size and duration

2016px wide by 728px 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

✓ Full motion ✓ Subtle motion ✓ Static creative

Definitions of creative types, along with DOOH creative guidelines can be found at 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

Format for full or subtle motion creative

- Quicktime (.mov or .mp4) using the H.264 codec
- 25 frames per second
- Max Bitrate 8 MB/s (Variable Bit Rate)
- No audio

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