OCEAN

DIGITAL SCREEN SPECIFICATIONS

Specifications and creation

These are the technical specifications of our screens to help you create the best possible campaign. If you are not able to adjust your campaign materials into the right specification, our creative studio is always willing to help (and tailor) you by creating a great campaign. Besides that, we are also capable of building new campaigns for you, if needed.

Screen sizes and resolutions

Our portfolio consist of more than 340 digital and conventional screens with various resolutions. By adjusting your campaign to the right specifications you can get the best out of your campaign on every screen. Follow the specifications below. If you need any help contact us via the Account manager.

Enschede Op De Brouwerij



Artwork specifications

RESOLUTION	560 X 320 PIXELS
MOVIE FORMAT	MP4, JPG OR PNG
DURATION	6 SECONDS
PX ASPECT RATIO	SQUARE PIXELS
FPS	25 FPS
MOTION TYPE	FULL-MOTION

Duration
The duration depends on the purchased campaign. Unsure of the purchased duration of your campaign? Our support team is here to help you. You can contact them via **support@oceanoutdoor.nl**

FPS
25fps is generally the standard but many screens can also do 50fps. With 50 fps, movements are more fluid.

Motion type
Full motion are campaigns where fluid movements are added, as opposed to static images. Premium full-motion is 2.5x more impactful than static.

Delivery of artwork
Send content 7 days before the start of the campaign via a transfer link to **planning@oceanoutdoor.nl**

- The file should not exceed 10 MB.
- For full motion, you should submit a MP4.
- For stills, you can submit a JPG or PNG.

Artwork measurements

560 × 320 pixels