The Screen @ Paddington Central

Digital production specifications

OCEAN



Artwork size and duration

1008px wide by **576px** 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**