Westfield Point

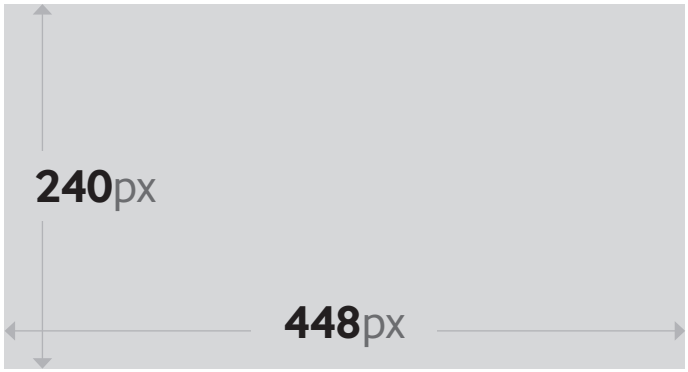
Digital Production Specifications

OCEAN

Pixel Size

448 by **240** pixels

Artwork needs to be supplied at exactly the stated pixel size resolution. No trim, bleed or safe-area is required



Acceptable Creative Types

✓ Subtle Motion ✓ Static Creative

We encourage Subtle Motion but this needs to be prior approved with Ocean.

Subtle Motion allows for details of the creative to be animated slowly whilst the majority of the image stays static. Please contact us for further details and examples

Format For Static Creative

JPEG format saved at "High" or "Very High" quality

Colour Mode

RGB (True black = R.0 G.0 B.0). CMYK files will not work on our systems

Format for Subtle Motion Creative

10 seconds, unless booked otherwise

No audio

Quicktime (.mov)
H.264 codec
25 Frames Per Second
Max Bitrate 4 MB/s Variable Bit Rate
Maximum file size 25MB

Naming Convention

All files need to be named appropriately, beginning with client name and ending with the site name, "POINT"

For example: ACME_POINT.mov

Use only letters and numbers, no punctuation

Delivery & Contact Details

Contact John Kilfeather / Tom Priston
Email **digitaldelivery@oceanoutdoor.com**
Phone 020 7484 0584

Files under 10MB can be emailed directly

Files over 10MB can be delivered at
www.oceanoutdoor.com/digitaldelivery

Delivery Time

Artwork must be delivered 1 week prior to campaign launch