



BRUCE STREET D48

ARTWORK SPECIFICATION

IMPORTANT INFORMATION

BRUCE STREET DIGITAL ARTWORK SPECIFICATION



SCREEN INFORMATION

3.84 x 2.24 metre LED backlit screen

DELIVERY CHECKLIST

Ready to deliver files? Please ensure they meet the following spec requirements:

| | |
|----------------------------|--|
| <u>Static image files:</u> | File format: JPEG (minimum 72dpi) Resolution of 1920 x 1080 |
| <u>Video files:</u> | File formats: MPEG-4 (.MP4) and QuickTime (.MOV) Progressive video 10 seconds in length Resolution of 1920 x 1080 16:9 aspect ratio 25 frames per second – No larger than 2GB |

Unlike artwork for our Mall D6s, we do **NOT** need you to rotate your artwork 90 degrees anti-clockwise for Bruce Street.

ARTWORK DEADLINE

Concept approval is required at least 5 working days prior to campaign live date. Final files are required at least 2 working days before the campaign live date.

We cannot guarantee the live date of a campaign if the delivery deadlines are not met.

ELECTRONIC ARTWORKS

Electronic artworks can be emailed to your Global Production Executive. We strongly recommend that the files are 'stuffed' before sending, as this will avoid any risk of the files being corrupted. All artwork files must clearly state the name of the advertiser.

ARTWORK DELIVERY EMAIL ADDRESS

Please send all artwork to DigitalDeliveryNI@global.com. Files larger than 10MB may be rejected by our server and should be sent via an online file transfer service such as wetransfer.com.

FLASH TESTING

Does your ad contain flickering? Take the flicker test at: www.onlineflashtest.com

GOOD TO KNOW

- Each advertiser has a 10 second spot in a 60 second loop
- The screen is purely visual with no sound options available

CREATIVE OPPORTUNITIES

There are two main ways of using the format:

1. Creating a single file, which displays the same content each time the loop plays.
2. Creating multiple files which are scheduled to play:
 - Every time the loop changes
 - By daypart e.g. specific messages for morning, afternoon and evening
 - By day of week and even by location

ADDITIONAL FILE DELIVERY AND SCHEDULING

As part of the media booking, each advertiser can deliver up to 5 files every 2 weeks, without incurring additional charges. Any additional files are charged at £100 net per file.

Copy changes and daily scheduling –copy can be changed daily with no extra cost during office hours 8:30am – 5:30pm up to the 5 copy limit. Changes above 5 copies incur a £100 net per file charge. Off peak (evening and weekend) scheduling and costs are also available on request.

CREATIVE CONSULTANCY AND PRODUCTION

Our objective is to help you to maximise the creative opportunity. For guidance on concept development and execution or to arrange a meeting to discuss best practice, please get in touch via the contact details below. Additionally, we also have a production facility that specialises in digital outdoor advertising and can produce the final files for you.

To discuss your requirements and arrange a quotation contact **028 4451 1881**.

COPY APPROVAL

In representing our numerous franchise partners, Global has a responsibility to vet campaign posters on their behalf prior to posting. All campaign poster designs are checked by the Global Copy Approval Team who will adhere to guidelines set-out by our franchise partners, as well as those of the Advertising Standards Authority (ASA) in line with the United Kingdom Code of Non-Broadcast Advertising, Sales Promotion and Direct Marketing.

Global reserves the right to refuse a poster design or creative without providing specific reasons. However, Global will endeavour to refer to Global's Sales and Copy Policy (on our website) and the guidelines laid down by our franchise partners.

Where the poster design has given cause for concern, Global will offer recommendations to help bring the poster in line with the Sales and Copy Policy (on our website) or the Codes of Practice on page 4 as appropriate. We actively encourage our clients, agencies and specialists to send us artwork in advance of production to avoid any costly re-prints.

CODES OF PRACTICE (COPY GUIDELINES)

Advertisements will not be accepted for, or retained on display in the sites managed by Global if in the opinion of Global they:

1. do not comply with the law or incite anyone to break the law
2. do not comply with the Advertising Standards Authority (ASA) guidance or the UK Code of Non-Broadcast Advertising, Sales Promotion and Direct Marketing (CAP Code) which includes regulations regarding advertising, sales promotion and direct marketing

3. do not promote equality of opportunity for all persons irrespective of their race, sex, disability, age, sexual orientation or religion
4. are likely to offend the general travelling public or depict or offend ethnic, religious or other major groups on account of the nature of the product or service being advertised, the wording or design of the advertisement or inference contained therein
5. are likely to be defaced
6. depict men, women or children in a sexual manner, or display nude or semi-nude figures in an overtly sexual context. For example, whilst the use of undressed people in most underwear advertising may be seen as an appropriate context, gratuitous use of an overtly sexual nature will be viewed as unacceptable
7. depict or refer to indecency or obscenity, depict bodily functions or use obscene or distasteful language
8. advertise lap-dancing, gentlemen's clubs, escort agencies, or massage parlours
9. depict direct and immediate violence to anyone shown in the poster or to anyone looking at the poster
10. condone or provoke anti-social behaviour
11. advertise films which have not been granted permission for public exhibition or which do not show the required certificate except when the name of the cinema is not shown. Films carrying an 18 certificate must also carry the Advertising Viewing (AVC) logo
12. contain images or messages that relate to matters of public controversy and sensitivity
13. are of a political nature calling for the support of a particular viewpoint, policy or action or attacking a member or policies of any legislative, central or local government authority (advertisements are acceptable which simply announce the time, date and place of social activities or of a meeting with the names of the speakers and the subjects to be discussed)
14. contain illustrations which depict, or might reasonably be assumed to depict, quotations from or references to a living person unless the written consent of that person is obtained and is produced to Global. Global will require an indemnity against any action by that person or on that person's behalf before such illustrations, quotations or references will be accepted
15. use handwriting or illustrations that would suggest the poster has been damaged, defaced, fly posted or subjected to graffiti, after it has been posted.
16. might adversely affect in any way the interest of the site owner e.g. The London Underground, The Docklands Light Railway and all Bus, Tram or Coach company franchise partners (e.g. negative references to the environment)

Global reserves the right to refuse a poster design or creative without providing specific reasons although Global will endeavour to refer back to the above guidelines and to its Sales and Copy Policy (available on our website).

Please note:

To avoid last minute difficulties and the possibility of wasted production costs, Global is happy to advise on the likelihood of a poster's acceptability prior to the copy deadline.

It remains the advertiser's responsibility to ensure creative or advertisement copy does not breach copyright or other intellectual property rights. Licensed brand images and logos require the express permission of the owner before use. Global is not responsible for property rights or permissions. Use of the London Underground logo or station logos is subject to the permission of TfL Group Marketing, Intellectual Property Department: call 0207 222 5600 to find out more.