

# Digital Production Specifications

Glasgow Subway  
D12



HD 110" D12 screen at Buchanan Street station on SPT Glasgow Subway.



## Delivery Deadlines

**CONCEPT APPROVAL:** 10 working days before the campaign live date

**FINAL FILES:** 5 working days before the campaign live date

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



## Compliance

All artwork is subject to approval by ExterionMedia and SPT Glasgow Subway. The full guidelines can be accessed on [www.exterionmedia.co.uk/copyapproval](http://www.exterionmedia.co.uk/copyapproval). We strongly recommend you review these fully before commencing production.

If your ad contains flashing images, please take the flicker test at: [www.onlineflashtest.com](http://www.onlineflashtest.com)

The test costs of £60 per file (inc. VAT). The cost needs to be covered by the client. The test is not compulsory for static files.



## Additional File Delivery & Scheduling

Copy allowance: up to 5 files every 2 weeks, without incurring additional charges

Additional files: £100 net per file

Out of office hours scheduling: Mon-Fri £300. Sat-Sun: £500



## Need to Know

Video: Full motion animation

Sound: No



## Delivery Checklist

Add length: 10 seconds in 60 second loop

Resolution: 1920 x 1080

Aspect ratio: 16:9

Frames per second: 25

File size: No larger than 2 GB

Supported formats: .mp4 /JPEG (.jpg)



## Creative Opportunity

There are two main ways of using the format:

1. Creating a single video file, which displays the same content each time the loop plays.
2. Creative can also be scheduled in the following way:
  - A different version every time the loop changes
  - By daypart (morning, afternoon and evening)
  - By day of the week



## Delivery and supply files

15 MB or less: [EOCDigitalDelivery@exterionmedia.co.uk](mailto:EOCDigitalDelivery@exterionmedia.co.uk)

Larger than 15 MB: Alternative file sharing system such as WeTransfer



## Creative Consultancy

For guidance on concept development and execution or to discuss best practice, please contact

### Digital Delivery team

020 7482 3000

[EOCDigitalDelivery@exterionmedia.co.uk](mailto:EOCDigitalDelivery@exterionmedia.co.uk)

### Art working

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