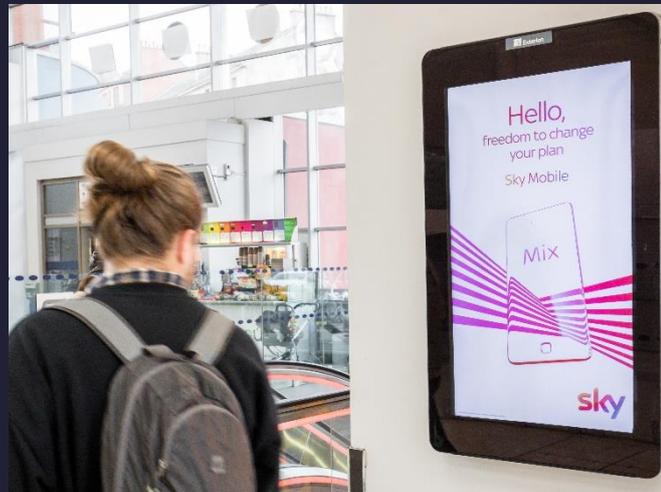


Digital Production Specifications

Glasgow Subway D6s



High Definition portrait LCD screens located at the main Glasgow Subway stations.



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 SPT Glasgow Subway. The full guidelines can be accessed on www.exteriormedia.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

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: 5 seconds in 30 second loop

Resolution: 1080 x 1920

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. Creating multiple video files which are scheduled to play:
 - A different version every time the loop changes
 - By daypart (morning, afternoon and evening)
 - By day of the week
 - By location



Delivery and supply files

15 MB or less: EOCDigitalDelivery@exteriormedia.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@exteriormedia.co.uk

Art working

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