

# Digital Production Specifications

## Glasgow Subway DEPs



Digital Escalator Panels (DEPs) are a series of 26" High Definition portrait LCD screens that align both the left and right sides of main escalator runs at 4 of Central Glasgow Subway busiest 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.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 10 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: 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 three main ways of using the format:

1. Creating a single video file, which displays the same content simultaneously on all screens each time the loop plays
2. Creating multiple video files which are scheduled to play next to each other. This can visually link or just play separate videos next to each other.
3. 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
  - By location



### 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**

Marvin Hay - Head of Studio

07834 418202

[Marvin.Hay@exterionmedia.co.uk](mailto:Marvin.Hay@exterionmedia.co.uk)