

Digital Production Specifications

Digital Gateway Blackpool North Station



! 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 Northern Rail. The full guidelines can be accessed on www.exterionmedia.co.uk/copyapproval.

We strongly recommend you review these fully before commencing production.

It is compulsory that all motion video files are Harding test assessed for luminance and flashing images. Please take the 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

Size & Dimensions: 6.400 w x 3.360 h

Video: Full motion animation and live content capabilities

Sound: No

✓ Delivery Checklist

Add length: 10 seconds in 60 second loop *

* The screen time will be a blend of 30 seconds space for EM commercial advertising sales and 30 seconds for customer information messages provided by Northern Rail & Blackpool Council.

Resolution: 640 x 336 pixels

Aspect ratio: 40.21

Frames per second: 25

File size: No larger than 2 GB

Supported formats: .mp4 /JPEG (.jpg)

👁 Creative Opportunity

- Dynamic feeds that display live data
- A single or multiple video file which are scheduled to play:
- Every time the loop changes
- By day of week

📁 Delivery and supply files

15 MB or less: 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

Art working

Marvin Hay - Head of Studio

07834 418202

Marvin.Hay@exterionmedia.co.uk

