

# Digital Production Specifications

## Digital Escalator Panels (DEPs) SPT Glasgow Subway



Digital Escalator Panels (DEPs) are a series of 26" High Definition portrait LCD screens that align sides of main escalator runs at 3 of Glasgow Subway busiest stations.



### Delivery Checklist

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

- Progressive video
- 10 seconds in length
- Resolution of 1080 x 1920
- 9:16 aspect ratio
- 25 frames per second
- No larger than 2GB
- File format: MP4



### Need to Know

- Each advertiser has a 10 second spot within a 60 second loop
- The screens are intended to run full motion video and animation
- DEPs are a purely visual medium with no sound
- A two-second hold on the endframe is recommend



### 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.
2. Creating multiple video files which are scheduled to play next to each other. These can visually link or just play separate videos next to each other.
3. Creative can also be scheduled in the following way:
  - Every time the loop changes
  - By day part so specific messages for the morning, day, afternoon and evening
  - By day of week and even by location



### Creative Consultancy & Production

Our objective is to help you to maximize 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 Out-of-Home and can produce the final files for you.



### Delivery Deadlines

**CONCEPT APPROVAL** is required 10 working days before the campaign live date.  
**FINAL FILES** are required 5 working days before the campaign live date.  
We cannot guarantee the live date of a campaign if the delivery deadlines are not met.

CONTINUED

# Digital Production Specifications

## Digital Escalator Panels (DEPs) SPT Glasgow Subway

---

### Additional File Delivery & Scheduling

As part of the media booking, each advertiser can deliver up to 10 files every 2 weeks, without incurring additional charges. Any additional files are charged at £100 net per file.

Copy changes and daily scheduling - If additional scheduling is required once the campaign has gone live, then there will be a cost of £100 net per change, per format. Off peak (evening and weekend) scheduling and costs are also available on request.



### Compliance

All creative work is subject to approval by SPT Glasgow Subway. The full guidelines can be accessed online. We strongly recommend you review these fully before commencing production.

[www.exterionmedia.co.uk/copy-approval](http://www.exterionmedia.co.uk/copy-approval)

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



### Contact Details

#### Content Delivery and Contact Details

Files that are 15MB or less can be emailed directly. Please send the completed files as per our specifications to our Digital Delivery team.

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

**T: 020 7482 3000**

To deliver files larger than 15MB please use an alternative file sharing system such as WeTransfer