



Digital Runways Spec

Platform edge Full-HD screens with 100% exposure, exclusive to Central London.

✔ Artwork Production Spec

Advert/Slot Length: 5 seconds
 Frames per Second: 25
 Supported Format: mp4 or Jpeg
 Resolution: 1920 x 1080 pixels

File Size: No larger than 2GB

Artwork to be supplied at -90 degrees

***See Specification image**

Station	Total At Each Station
Woolwich Arsenal	32 (16 per platform)
Canary Wharf	28 (14 per platform)
Whitechapel	32 (16 per platform)
Liverpool Street	26 (13 per platform)
Farringdon	32 (16 per platform)
Tottenham Ct Road	28 (14 per platform)
Bond Street	28 (14 per platform)
Paddington	28 (14 per platform)

***Digital Runways run 1 creative across all screens on the platform at the same time. Multiple copies can be supplied to rotate (as per a standard D6) but Individual copies/ creatives per screen is not possible.**



✔ Supplying Artwork

Final artwork should be supplied 5 days prior to the campaign live date
 The artwork needs to be supplied with the correct file name (format_live date(ddmmyy)_campaign name)
 Please send artwork to Digitaldelivery@global.com
 Files larger than 10mb should be sent through an online transfer service such as wetransfer.com
 We cannot guarantee the live date of a campaign if the delivery deadlines are not met

✔ Compliance & Approvals

All artwork is subject to approval
 For the full set of guidelines, please visit www.global.com/wp-content/uploads/2019/09/Copy-Approval-Policy.pdf
 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

✔ Additional File Delivery & Scheduling

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

Digital Delivery

For any artwork delivery or scheduling related questions, please contact: Digitaldelivery@global.com

Design Services

For any design needs or related queries, please contact: Artwork.services@global.com