

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: mp4 or Jpeg 1920 x 1080 pixels

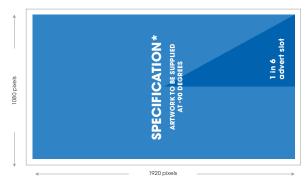
File Size: No larger than 2GB

Artwork to be supplied at -90 degrees

\*See Specification image

\*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.

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)



### 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 then 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**