



# Digital Ribbons Spec

Digital Ribbons are a series of High Definition full motion landscape LCD screens that align against each other on both the left and right sides of main escalator runs at 12 of Central London's busiest stations.

## ✔ Artwork Production Spec

Advert/Slot Length: 10 seconds  
 Frames per Second: 30  
 Supported Format: mp4  
 Resolution (per screen): 1920 x 1080 pixels

File Size: No larger than 2GB

### Elizabeth Line

Station	No. of Screens
Liverpool St West (Moorgate)	56 (28 per side)
Liverpool St East (Broadgate)	38 (19 per side)
Whitechapel	36 (18 per side)
Farringdon	46 (23 per side)
Tottenham Court Road	42 (21 per side)
Bond Street East	80 (40 per side)
Bond Street West	14 (7 per side)

### London Underground

Station	No. of Screens
Tottenham Court Road	50 (25 per side)
London Bridge	70 (35 per side)
Bank	40 (20 per side)
Kings Cross	30 (15 per side)
Oxford Circus	64 (32 per side)
Euston	30 (15 per side)
Piccadilly Circus	30 (15 per side)
Waterloo	46 (23 per side)

## ✔ 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](mailto: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](http://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](http://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](mailto:Digitaldelivery@global.com)

## Design Services

For any design needs or related queries, please contact: [Artwork.services@global.com](mailto:Artwork.services@global.com)