dax
DIGITAL AD EXCHANGE
from global

DAX Outdoor

Specs
Q4 2025

Creative approvals

Creative Approval SLA:
- 1 working day
- Dynamic creative (DCO) is subject to a 5 working day SLA from submission.
- A CAP referral for potentially contentious creatives can take up to 5 working days.

Frame Rates
- 30 FPS max across all frames

Creative Submission Method:
- Creative submission API
- Bid stream
- Email submission to DAX rep (include creative copy, deal ID and DSP creative ID)

Supported creative submission methods vary by DSP.
Please check with your DAX rep

All creatives are subject to copy approval

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Compliance

General Prohibitions

Please refer to official CAP guidelines when building assets

https://www.asa.org.uk/codes-and-rulings/advertising-codes/non-broadcast-code.html

Restricted categories will not be advertised within 100m of schools

- Alcohol
- HFSS products
- HFSS advertisements on TFL screens (London Underground)
- Gambling / Betting / Gaming
- Gambling advertisements not allowed on airport screens

The below categories are not allowed to be advertised on outdoor platforms:

- Tobacco and related products, CBD
- Vaping creatives, subject to moderation. Refer to official CAP guidelines
- Weapons & guns (except in context in a movie ad that has the correct age rating)
- Prescription-only medicines
- Infant formula (unless clearly follow on formula)
- Gambling within airports
- Pyramid schemes
- Cryptocurrency, subject to creative moderation. Refer to official CAP guidelines
- Escort agencies, lap-dancing, gentlemen's clubs, prostitution
- Nudity, sexual imagery, violence, drugs, excessive blood.
- All swearing even with **** in place of all or certain letters
- All campaigns designed to cause controversy, or which are PR stunts.
- Extremist political advertising, or ads that may promote hate, discrimination or incite violence
- Ads that promote events or platforms which may contain hate, discrimination or incite violence
- Ads that promote harassment, bullying or extremist views

Motion creatives on Roadside frames

QR codes on escalator panels (DEPs, Ribbons, Gateways)

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Contentious Categories

Best Practice
For any potentially contentious creative, we advise sending ahead of campaign launch to programmatic.strategy@global.com for pre-approval.

For any creative categories that require default referral, we advise that these be sent to CAP by the client for sign off **before** coming to Global. Link to CAP submission page https://www.asa.org.uk/advice-and-resources/bespoke-copy-advice.html

If sent to Global without CAP approval, the referral process can take up to 7-10 working days

Following creative categories apply:
- Vaping/Nicotine products
- Nudity
- Alcohol
- Cryptocurrency
- Climate Change
- Energy Companies

- Financial investment
- Political
- Inflammatory language
- Gambling
- AI

For any food related imagery, the client will need to provide a breakdown of nutrients per 100g of all food items included in the creative to avoid an HFSS probation being applied. Link to HFSS calculator https://www.cleanlabelingredients.com/hfss-calculator/

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Consolidated resolutions 'SafeSpace'

Display area - text must be within
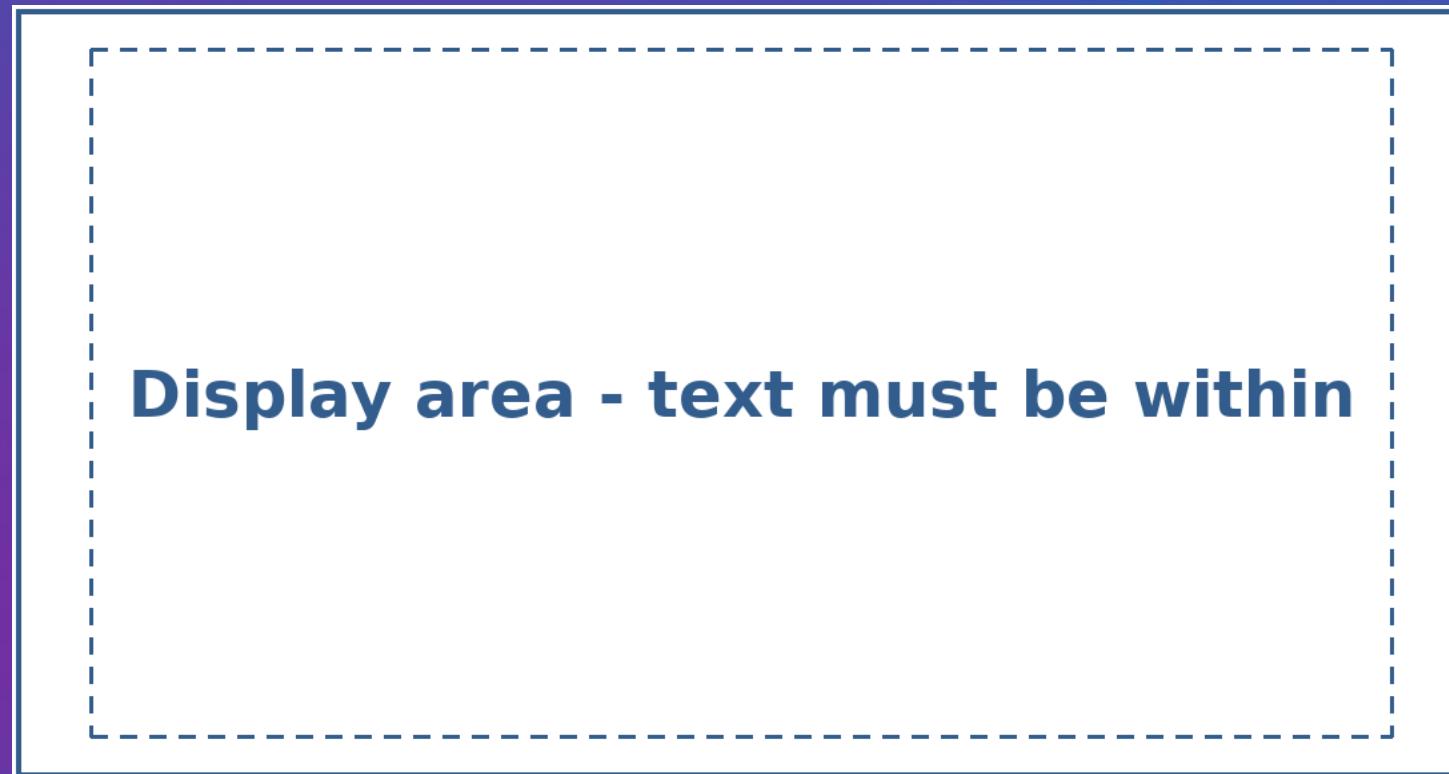
With DAX, creatives can be supplied in fewer resolutions than non programmatic traditional activations.

Our system automatically resizes approved consolidated resolutions to fit native screen formats.

For best results, keep all key text and imagery within the designated Safe Space, allowing background elements to extend beyond it.

This ensures your creative displays correctly across all selected screens without the need for multiple size versions.

A 5% inset (as shown in the guide) indicates the area where text should not appear.

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Core frame resolutions

These 5 resolutions give access to over **80%** of our available impacts

Format	Resolution
D6	1080 x 1920
D48	612 x 306 1920 x 1080
DM6	494 x 732
D12	3840 x 2160

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Roadside

- **Format:** Static Image
- **File type:** jpeg, png.
- **Slot Length:** 10 seconds
- **Frame Rate:** 30 FPS
- **Max file size: 20**mb
- **Dynamic Creative Accepted**

80% of roadside impacts deliver against:
1080 x 1920, 612 x 306 & 494 x 732

Format	Resolution
Streethub / D6	1080 x 1920
D48	612 x 306 (1% 1920x1080)
DM6	494 x 732 (5% 1080 x 1920, 4% 494 x 560, 1% 504 x 744, 1% 512 x 544, 1% 440 x 720)
D96	1300 x 300, 1340 x 332, 1264 332, (9% 1536 x 576, 5% 1216 x 320, 2% 1179x328, 2% 1040x440)
A-list	please refer to the inventory frame list for location specific

For specific frame resolutions, please refer to the inventory frame list. Frames are ordered by highest available imps, and the percentages indicate the non-core share of available imps.

Transport
Rail, TfL & Bus

- **Format:** Static Image /Moving Creative
- **File type:** jpeg, png, MP4
- **Slot Length:** 10 seconds
- **Frame Rate:** 30 FPS

- **Max file size: 20mb**
- **Dynamic Creative Accepted**

95% of rail & underground impacts deliver against:
1080 x 1920, 1920 x 1080 & 3840 x 2160

Format	Resolution
D6	1080 x 1920
Runway DEP	1080 x 1920 1080 x 1920
Ribbon	1920 x 1080
D12	3840 x 2160, 1920 x 1080
Gateway	1200 x 628, 1920x1080, 864x480, 1440 x 800 (1%1920x960)

For specific frame resolutions, please refer to the inventory frame list. Frames are ordered by highest available imps, and the percentages indicate the non-core share of available imps.

Airport

- **Format:** Static Image /Moving Creative
- **File type:** jpeg, png, MP4
- **Slot Length:** 10 seconds
- **Frame Rate:** 30 FPS

- **Max file size: 20mb**
- **Dynamic Creative Accepted**

90% of airport impacts deliver against:
1080 x 1920, 3840 x 2160

Format	Resolution
D6	1080 x 1920
Landmark	please refer to the inventory frame list for location specific
DAN	3840 x 2160, 3% 480 x 854, 2% 1120 x 480.

For specific frame resolutions, please refer to the inventory frame list. Frames are ordered by highest available imps, and the percentages indicate the non-core share of available imps.

Retail

- **Format:** Static Image /Moving Creative
- **File type:** jpeg, png, MP4
- **Slot Length:** 10 seconds
- **Frame Rate:** 30 FPS

- **Max file size: 20mb Dynamic Creative Accepted**

Format	Resolution
D6	1080 x 1920
D48	1920 x 1080
DM6	1080 x 1920

For specific frame resolutions, please refer to the inventory frame list. Frames are ordered by highest available imps, and the percentages indicate the non-core share of available imps.

Office & Residential

- **Format:** Static Image /Moving Creative
- **File type:** jpeg, png, MP4
- **Slot Length:** 10 seconds
- **Frame Rate:** 30 FPS

- **Max file size: 20mb**
- **Dynamic Creative Accepted**

Format	Resolution
D6	1080 x 1920

For specific frame resolutions, please refer to the inventory frame list. Frames are ordered by highest available imps, and the percentages indicate the non-core share of available imps.

Social Areas
Gyms, Health Clubs, Sports Clubs, Sports Venues, Pubs & Bars

- **Format:** Static Image /Moving Creative
- **File type:** jpeg, png, MP4
- **Slot Length:** 10 seconds
- **Frame Rate:** 30 FPS

- **Max file size: 20mb Dynamic Creative Accepted**

Format	Resolution
D6	1080 x 1920

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