

✓ Delivery Checklist

- 1920 x 206
- 28:3 aspect ratio
- 2GB max file size
- File format: JPEG

✓ File Naming

Content files must be provided using this file naming convention.

campaign_design_bridge_start_date (ddmmyy)

Examples: *foodCo_burger_bridge_010621*
sportsCo_trainers_bridge_010521

✓ Need to Know

- The Global Digital Bridge network is a purely static visual medium with no sound.
- Final content resolution is upscaled (enlarged) from 1920 x 206 px to a 2688 x 288 px display.



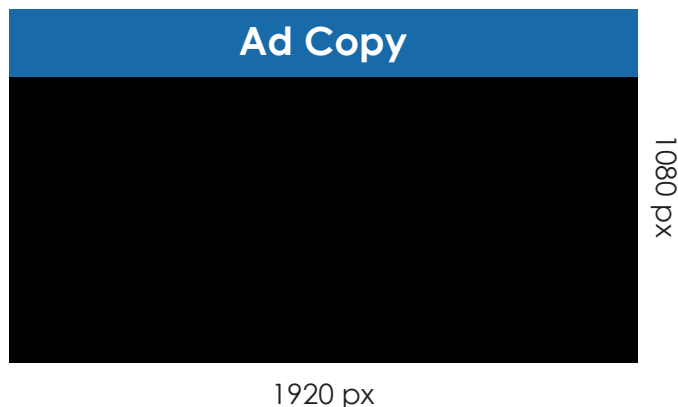
Drumcondra

✓ File Submission

1.



2.



Once the 1920 x 206 px creative is completed, it must be placed on to a 1920 x 1080 px black background. The creative is then aligned to the top, centred and saved as a JPEG.

✔ Creative Consultancy & Production

Our objective is to help you to maximise this creative opportunity. For guidance on concept development and execution or to arrange a meeting to discuss best practice please contact us. Global has a creative service that specialises in Digital Out-of-Home production and can create digital content from concept to final display ready files using your existing traditional advertising assets.

✔ Delivery Deadlines

Broadcast ready files must be received 1 week prior to standard in-charge date. Concept approval must be received 2 weeks prior to standard in-charge date. For dynamic campaigns a min of 3 week's notice period prior to the incharge date is required and we must receive test ready copy no less than 2 weeks before start of campaign so as to facilitate backend testing.

✔ Contact Details

Completed digital files should be sent to Robert Tracey or Amy Connick.

For further information on Global digital production specifications contact:

Robert Tracey

rob.tracey@global.com

Amy Connick

amy.connick@global.com