

✓ Delivery Checklist

- Progressive video
- 10 seconds in length
- 1440 x 1120
- 9:7 aspect ratio
- 25 frames per second
- 2GB max file size
- File format: MP4

✓ File Naming

Content files must be provided using this file naming convention.

campaign_design_dxila_start date (ddmmyy)

Examples: *foodCo_burger_dxila_010621*
sportsCo_trainers_dxila_010521

✓ Need to Know

- Each advert is 10 seconds in length and plays within an 80 second loop.
- The Global digital network is a purely visual medium with no sound.



Ilac Centre

✔ 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