

Production Specifications

LED Screens

Lansdowne Road



✓ Delivery Checklist

- 912 x 432
- 19:9 aspect ratio
- 2GB max file size
- File format: JPEG

✓ File Naming

Content files must be provided using this file naming convention.

campaign_design_ledLR_start date (ddmmyy)

Examples: foodCo_burger_ledLR_010625
sportsCo_trainers_ledLR_010525



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✓ Need to Know

- The Global LED Screens are a purely static visual medium with no sound.

✓ 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 the digital team.

For further information on Global digital production specifications contact:

IECopyDigital@Global.com