

## ✓ 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)*

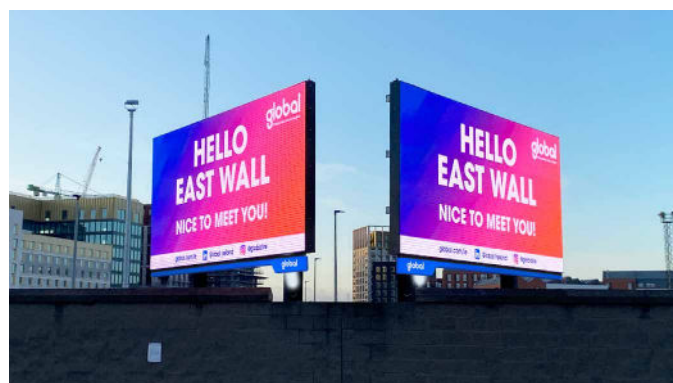
**Examples:** *foodCo\_burger\_ledLR\_010625*  
*sportsCo\_trainers\_ledLR\_010525*

## ✓ Need to Know

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



Lansdowne Road



East Wall Road



St. John's Road

## ✓ 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](mailto:IECopyDigital@Global.com)**