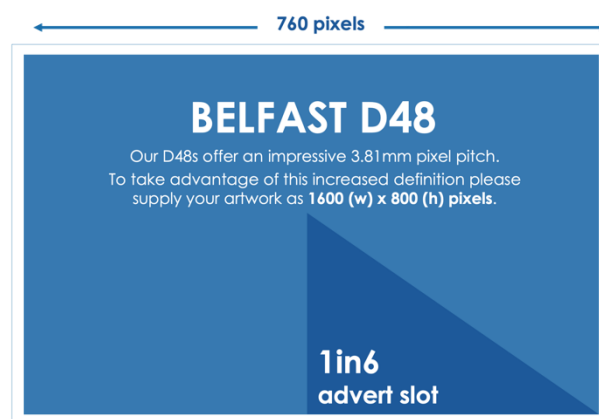


# Belfast D48 Spec

## Belfast D48 Artwork Specifications (Bruce Street & Andersonstown Road)

<b>Resolution:</b>	760 (w) X 380 (h) pixels or 1600 (w) x 800 (h) pixels
<b>Advert/Slot Length:</b>	10 seconds
<b>Supported Static Format:</b>	Jpeg
<b>Supported video format:</b>	None – static only
<b>Resolution:</b>	72dpi
<b>Colour model:</b>	RGB
<b>File Size:</b>	No larger than 2GB

380 pixels



### Important to note:

1. Our D48s offer an impressive 3.81mm pixel pitch. To take advantage of this increased definition please supply your artwork as 1600 (w) x 800 (h) pixels.
2. Animation and video is not supported on our Belfast D48s. We require static artwork supplied in jpeg format.

### Supplying Artwork:

Final artwork should be supplied **5 days prior** to the campaign live date. The artwork needs to be supplied with the correct file name (format\_live date(ddmmyy)\_campaign name) Please send artwork to **DigitalDeliveryNI@global.com**

Files larger than 10mb should be sent through an online transfer service such as wetransfer.com

We cannot guarantee the live date of a campaign if the delivery deadlines are not met

### Compliance & Approvals:

All artwork must adhere to guidelines set-out by Global, our franchise partners, as well as those of the Advertising Standards Authority (ASA) in line with the United Kingdom Code of Non-Broadcast Advertising, Sales Promotion and Direct Marketing. Please see further details overleaf. For more information, please contact DigitalDeliveryNI@global.com.

### Additional File Delivery:

Copy allowance: up to 5 files every 2 weeks  
Out of hours scheduling: Mon - Fri £300. Sat - Sun: £500

### Design Services:

For guidance on concept development and artwork creation, or to arrange a meeting to discuss best practice, please reach out by calling 028 4451 1881.

## Artwork Delivery

For any artwork queries, or digital delivery queries please contact the digital delivery team at **DigitalDeliveryNI@global.com** or by calling **028 4451 1888**

# Artwork Approval and Compliance

All artworks must adhere to guidelines set out by our franchise partners, as well as those of the Advertising Standards Authority (ASA) in line with the United Kingdom Code of Non-Broadcast Advertising, Sales Promotion and Direct Marketing.

Global reserves the right to refuse a poster design or creative without providing specific reasons.

We actively encourage our clients, agencies, and specialists to send us artwork in advance of production to avoid any costly re-prints.

Advertisements will not be accepted for, or retained on display in the sites managed by Global if in the opinion of Global they:

1. do not comply with the law or incite anyone to break the law
2. do not comply with the Advertising Standards Authority (ASA) guidance or the UK Code of Non-Broadcast Advertising, Sales Promotion and Direct Marketing (CAP Code) which includes regulations regarding advertising, sales promotion, and direct marketing
3. do not promote equality of opportunity for all persons irrespective of their race, sex, disability, age, sexual orientation, or religion
4. are likely to offend the general travelling public or depict or offend ethnic, religious, or other major groups on account of the nature of the product or service being advertised, the wording or design of the advertisement or inference contained therein
5. are likely to be defaced
6. depict men, women, or children in a sexual manner, or display nude or semi-nude figures in an overtly sexual context. For example, whilst the use of undressed people in most underwear advertising may be seen as an appropriate context, gratuitous use of an overtly sexual nature will be viewed as unacceptable
7. depict or refer to indecency or obscenity, depict bodily functions or use obscene or distasteful language
8. advertise lap-dancing, gentlemen's clubs, escort agencies, or massage parlours
9. depict direct and immediate violence to anyone shown in the poster or to anyone looking at the poster
10. condone or provoke anti-social behaviour
11. advertise films which have not been granted permission for public exhibition or which do not show the required certificate except when the name of the cinema is not shown. Films carrying an 18 certificate must also carry the Advertising Viewing (AVC) logo
12. contain images or messages that relate to matters of public controversy and sensitivity
13. are of a political nature calling for the support of a particular viewpoint, policy or action or attacking a member or policies of any legislative, central, or local government authority (advertisements are acceptable which simply announce the time, date, and place of social activities or of a meeting with the names of the speakers and the subjects to be discussed)
14. contain illustrations which depict, or might reasonably be assumed to depict, quotations from or references to a living person unless the written consent of that person is obtained and is produced to Global. Global will require an indemnity against any action by that person or on that person's behalf before such illustrations, quotations or references will be accepted
15. use handwriting or illustrations that would suggest the poster has been damaged, defaced, fly posted or subjected to graffiti, after it has been posted.
16. might adversely affect in any way the interest of the site owner e.g. Translink

To avoid last minute difficulties and the possibility of wasted production costs, Global is happy to advise on the likelihood of a poster's acceptability prior to the copy deadline.

It remains the advertiser's responsibility to ensure creative or advertisement copy does not breach copyright or other intellectual property rights. Licensed brand images and logos require the express permission of the owner before use. Global is not responsible for property rights or permissions.

## Artwork Delivery

For any artwork queries, or digital delivery queries please contact the digital delivery team at [DigitalDeliveryNI@global.com](mailto:DigitalDeliveryNI@global.com) or by calling **028 4451 1888**