

Mall D6 Spec



High Definition Portrait screens across Northern Ireland shopping malls

✓ Compliance & Approvals

All artwork is subject to approval and **is required 5 days before campaign live date.**

For more details on copy approval please visit: [Copy Approval Policy](#)

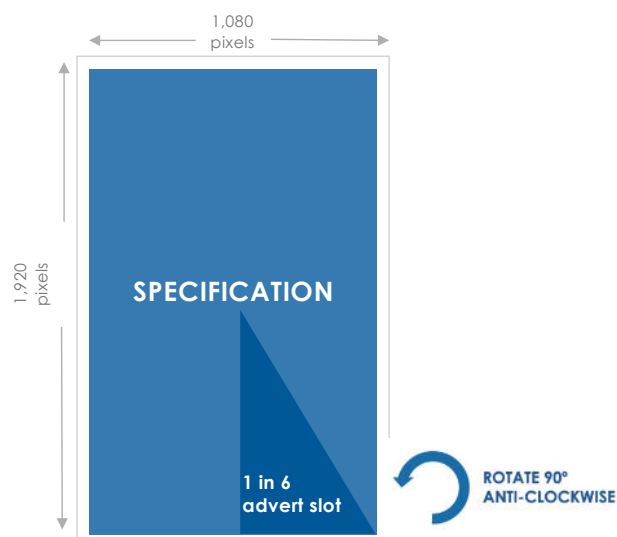
If your ad contains flashing images, please take the flicker test at: www.onlineflashtest.com

✓ Artwork Production Spec

Resolution:	1,080 x 1,920 pixels
Frames per Second:	25
Advert/Slot Length:	10 seconds
Supported Static Format:	Jpeg
Supported Video Format:	MP4
File Size:	No larger than 15MB
File Name:	campaign name_artwork resolution_creative live date (no spaces only under scores e.g. Global_480x288_010826)

Important to note:

For Mall D6 static and animated artwork: once artwork is complete, files must be rotated 90 degrees anti-clockwise. **Please note this does not apply to the Boulevard Mall D6 screens, please supply artwork for that mall without rotating.**

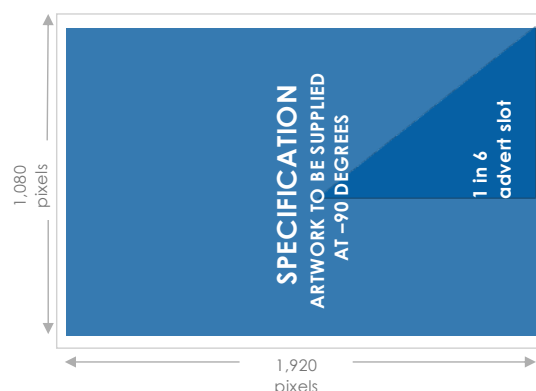


✓ Supplying Artwork

Final artwork should be supplied 5 days prior to the campaign live date

Please send artwork to DigitalDeliveryNI@global.com

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



✓ Additional File Delivery & Scheduling

Copy allowance: up to 5 files every 2 weeks

Out of hours scheduling: Mon - Fri £300. Sat - Sun: £500

Digital Delivery

For any artwork delivery or scheduling related questions,
please contact: DigitalDeliveryNI@global.com