



Product Specifications Audience Package Millenials



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Digital Out-of-Home

Portrait Full Motion

Production specifications

- Resolution of 1080 x 1920 pixels
- 9:16 aspect ratio
- Maximum 30 frames per second
- File format: .MP4
- The length of the video should be exactly 5 or 10 seconds
- Please use the Global order number, campaign name and the day/time in your filename (e.g.: 100101_Global_Monday16hour.MP4)
- The screens are a purely visual medium with no sound



Delivery deadline

The file must be submitted no later than five working days before the start of the campaign. This to check the file. If the deadlines are not met, we cannot guarantee that your campaign will go live at the agreed time. Due to the fact we need to check both the technical aspects and the content, the creative concept must be submitted for approval no later than five working days before the start of the campaign.

Important

All creatives are subject to approval from Global.

Submit files

- By email (maximum 10 Mb): nl.digitalsupport@global.com
- Larger files can be sent via Wetransfer

Help with the creative and production

Our goal is to help you optimize the creative opportunities. If you are looking for guidance with concept development and production or want to bounce ideas off professionals, please contact our digital support via nl.digitalsupport@global.com.

Contact details

For all your questions or to make an appointment, please contact our digital support via nl.digitalsupport@global.com or +31 (0)20 562 05 39.

Dutch Rail - Digital Out-of-Home

Digital out-of-home Portrait Full Motion

Production specifications

- Resolution of 1080 x 1920 pixels
- 9:16 aspect ratio
- Maximum 30 frames per second
- File format: .MP4
- The length of the video should be exactly 10 seconds
- Please use the Global order number, campaign name and the day/time in your filename (e.g.: 100101_Global_Monday16hours.MP4)
- The screens are a purely visual medium with no sound
- No "stills" allowed and do not use any mirrors

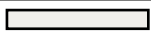








Exceptions for Dutch Rail

Spot length: exactly 10 seconds

Colour use: At Dutch Rail stations, the creatives may not interfere with the corporate identity, signposting, travel information or the signalling.

- The colour codes below are not allowed if used in more than 10% of the image.
- Blue (NCS S4450-R80B) may not be used.

Information & Safety		Colour	RGB	HEX
ProRail - Information		White	241/239/235	#F1EFEB
ProRail - Information		Blue	0/50/114	#003272
ProRail - OVCP Information		Magenta	209/58/114	#D13A72
ProRail - Information & Safety		Green	0/143/69	#008F45
ProRail - Safety Attention		Yellow	255/194/0	#FFC200
ProRail - Safety Danger		Red	205/20/37	#CD1425
ProRail - Safety Warning		Orange	255/116/0	#FF7400

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Dutch Rail - Digital Out-of-Home

Digital out-of-home Portrait Full Motion

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Digital Out-of-Home

Portrait Still

Production specifications

- Resolution of 1080 x 1920 pixels
- 9:16 aspect ratio
- File formats: .JPG or .PNG (**note: only still**)
- Please use the Global order number, campaign name and the day/time in your filename (e.g.: 100101_Global_Monday16hour.MP4)
- The screens are a purely visual medium with no sound



Delivery deadline

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Digital Out-of-Home

Landscape Full Motion

Production specifications

- Resolution of 1920 x 1080 pixels
- 16:9 aspect ratio
- Maximum 30 frames per second
- File formats: .MP4
- The length of the video should be exactly 5 or 10 seconds
- Please use the Global order number, campaign name and the day/time in your filename (e.g.: 100101_Global_Monday16hour.MP4)
- The screens are a purely visual medium with no sound



Delivery deadline

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Important

All creatives are subject to approval from Global. These production specifications do not apply to the Large Format portrait screen in Piazza Eindhoven.

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