



# Product Specifications Audience Package Shoppers

# 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](mailto: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](mailto: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](mailto:nl.digitalsupport@global.com) or +31 (0)20 562 05 39.

# 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



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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

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. These production specifications do not apply to the Large Format portrait screen in Piazza Eindhoven.

### Submit files

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

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