



Product Specifications Dutch Rail AMS CS Digital Out-of-Home Large Format - West



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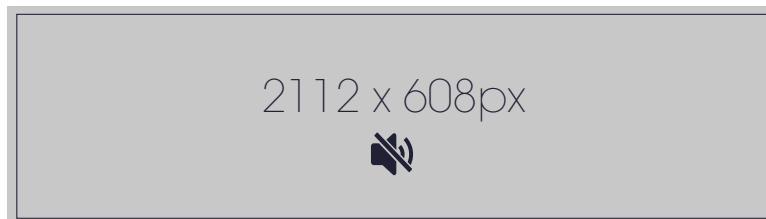
nl.digitalsupport@global.com

Dutch Rail Large Format AMS CS West

Digital out-of-home grootformaat - West

Production specifications Video

- Resolution of 2112 x 608 pixels
- 25 frames per second
- File formats: .MP4
- Bit rate: 16500 KBPS
- 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_Monday16hour.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 |

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.

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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 [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.