



# Production Specifications

# 2024



# Production specifications

## Global 2023

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# Product Specifications City Light Poster (CLP)

# City Light Poster (CLP)

## Design

These specifications apply exclusively to designers, the specifications on the following page apply to the print shop.

### Production specifications

- File size: 592,5 x 875 mm (width x height)
- Visible format: 552,5 x 835 mm (width x height)
- Bleed: +3mm, including crop marks
- Resolution: 200 dpi
- Colour: CMYK (ISO Coated V2 of FOGRA39L) Files structured in RGB are automatically converted to CMYK (at your own risk)
- File type: PDF, version 1.4 or higher
- Fonts: Please supply all artwork in outlines
- Colour proof: ISO Coated V2 or FOGRA39L. There may be a max. deviation of 10% between the colours on the proof sheet and the final printed matter.

If you do not supply a colour proof, we cannot give a guarantee on colour fastness.



### Delivery deadline

No later than two weeks before the start of the campaign. Please use the GlobalINL order number and the campaign name in your filename. Failure to meet the deadlines indicated by Global may result in additional costs.

### Submit files

- Via WeTransfer to: [ontwerp@global.com](mailto:ontwerp@global.com)

### 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

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# City Light Poster (CLP)

## Print shop

### Production specifications

- Poster size: 1185 x 1750 mm (width x height)
- Visible format: 1105 x 1670 mm (width x height)
- Material: 135 Grams/m<sup>2</sup> matt coated paper with reverse printing.  
For the account and risk of the customer. A minimum of 20% spare material must be supplied
- Example poster: At least one sample must be supplied per visual, separately in a tube



### Delivery deadline

No later than one week before the start of the campaign. A packing slip stating the Global order/article number and a specification of the creative(s) must be issued with each delivery. Failure to meet the deadlines indicated by Global may result in additional costs.

### Delivery address

The Operations Company (TOC)

For the attention of: Global Media & Entertainment

Gemeenschapspolderweg 26, 1382 GR Weesp

Monday to Friday: 7 a.m. to 4 p.m.

Printed posters must be delivered to The Operations Company in the following manner:

- 1 to 99 pieces: Delivery in boxes. Make sure you add separator sheets between different expressions.
- 100 to a maximum of 2,500 pieces: Delivery on a pallet. Deliver the posters with the front (print) side down, fully dried and lightly powdered to prevent sticking. Be sure to add separator sheets between different designs.

### Attention!

Global cannot accept posters that have been printed with PVC ink, as no guarantee can be given on the poster quality of materials thus processed. Any extra costs arising from a different number of versions/visuals from that indicated, will be charged. All our printed matter is printed on FSC coloured paper. All material supplied must meet the minimum requirements of the environmental criteria of the Printed Matter (2017) product group and of the Paper (2017) product group of Pianoo, the Dutch Public Procurement Expertise Centre.



# Product Specifications Digital Out-of-Home Portrait Full Motion



[www.global.com/nl](http://www.global.com/nl)



+31 (0)20 562 05 62



[nl.digitalsupport@global.com](mailto:nl.digitalsupport@global.com)

# 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 is 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

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# Product Specifications Digital Out-of-Home Portrait Still



# 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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# Product Specifications Digital Out-of-Home Landscape Full Motion



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[nl.digitalsupport@global.com](mailto:nl.digitalsupport@global.com)

# 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 is 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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# Product Specifications Dutch Rail Digital Out-of-Home Portrait Full Motion

# 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

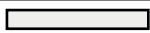








### Exceptions for Dutch Rail

*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

### 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.

# Dutch Rail - Digital Out-of-Home

## Digital out-of-home Portrait Full Motion

### Important

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### Submit files

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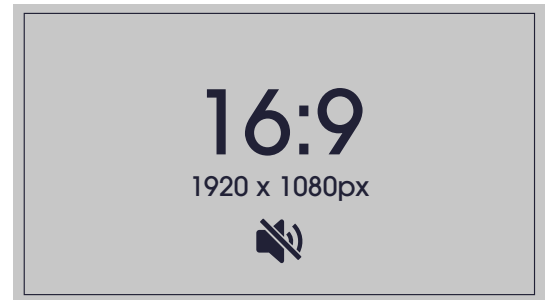
# Product Specifications Dutch Rail Amersfoort Digital Out-of-Home Large Format

# Dutch Rail Large Format Amersfoort

## Digital out-of-home large format

### Production specifications

- Resolution of 1920 x 1080 pixels
- 16:9 aspect ratio
- 25 frames per second
- File formats: .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\_Monday16hour.MP4)
- The screens are a purely visual medium with no sound

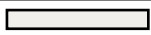








### Exceptions for Dutch Rail

*Spot length:* exactly 10 seconds

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- 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

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# Dutch Rail Large Format Amersfoort

## Digital out-of-home large format

### 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)
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dienstregeling 2023

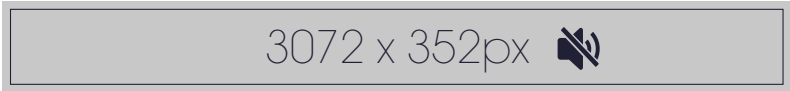
# Product Specifications Dutch Rail Digital Out-of-Home Large Format - Banner

# Dutch Rail Large Format AMS CS

## Digital out-of-home large format - Banner

### Production specifications Video

- Resolution of 3072 x 352 pixels
- 25 frames per second
- File formats: .MP4
- Bit rate: 14000 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

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# Dutch Rail Large Format AMS CS

## Digital out-of-home large format - Banner

### Important

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### Submit files

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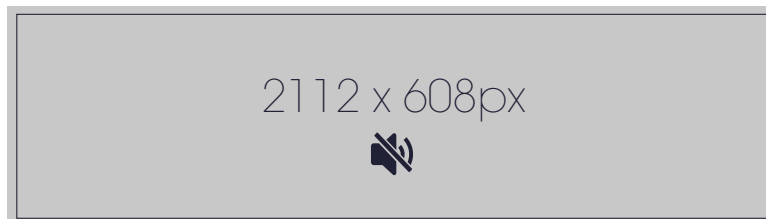
# Product Specifications Dutch Rail AMS CS Digital Out-of-Home Large Format - East

# Dutch Rail Large Format AMS CS East

## Digital out-of-home large format - East

### 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.

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- Blue (NCS S4450-R80B ) may not be used.

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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.

# Dutch Rail Large Format AMS CS East

## Digital out-of-home large format - East

### Important

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### Submit files

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

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



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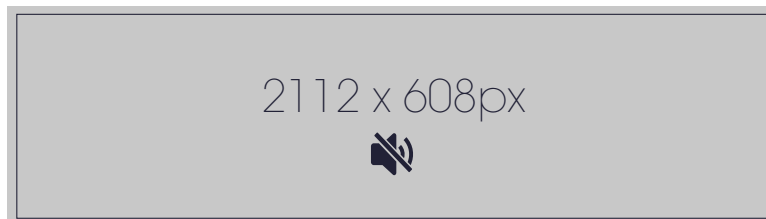


# Dutch Rail Large Format AMS CS West

## 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)
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- No "stills" allowed and do not use any mirrors



### Exceptions for Dutch Rail

*Spot length:* exactly 10 seconds

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

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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 Large Format AMS CS West

## Digital out-of-home grootformaat - West

### Important

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### Submit files

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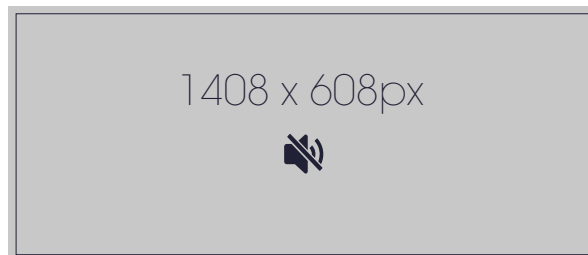
# Product Specifications Dutch Rail AMS CS Digital Out-of-Home Large Format - Duo

# Dutch Rail Large Format AMS CS Duo

## Digital out-of-home large format - Duo

### Production specifications Video

- Resolution of 1408 x 608 pixels
- 25 frames per second
- File formats: .MP4
- Bit rate: 1100 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

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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 Large Format AMS CS Duo

## Digital out-of-home large format - Duo

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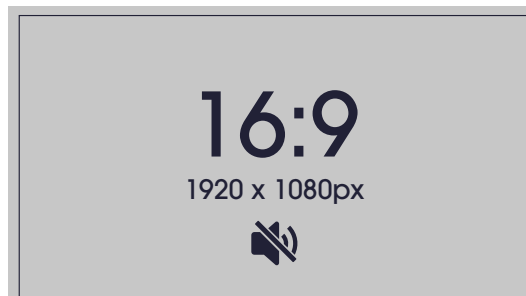
# Product Specifications Dutch Rail AMS Bijlmer Arena Digital Out-of-Home Large Format

# Dutch Rail Large Format AMS Bijlmer Arena

## Digital out-of-home large format

### Production specifications

- Resolution of 1920 x 1080 pixels
- 16:9 aspect ratio
- 25 frames per second
- File formats: .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\_Monday16hour.MP4)
- The screens are a purely visual medium with no sound

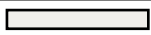








### Exceptions for Dutch Rail

*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

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# Dutch Rail Large Format AMS Bijlmer Arena

## Digital out-of-home large format

### 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 [Wetransfer](#)

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# Product Specifications Dutch Rail Breda Digital Out-of-Home Large Format



# Dutch Rail Large Format Breda

## Digital out-of-home large format

### Production specifications

- Resolution of 1920 x 1080 pixels
- 16:9 aspect ratio
- 25 frames per second
- File formats: .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\_Monday16hour.MP4)
- The screens are a purely visual medium with no sound

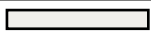








### Exceptions for Dutch Rail

*Spot length:* exactly 10 seconds

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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 Large Format Breda

## Digital out-of-home large format

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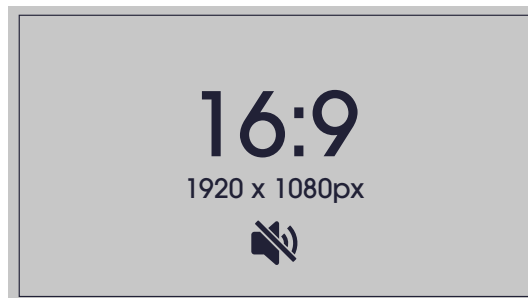
# Product Specifications Dutch Rail The Hague CS Digital Out-of-Home Large Format

# Dutch Rail Large Format The Hague CS

## Digital out-of-home large format

### Production specifications

- Resolution of 1920 x 1080 pixels
- 16:9 aspect ratio
- 25 frames per second
- File formats: .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\_Monday16hour.MP4)
- The screens are a purely visual medium with no sound

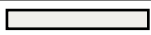








### Exceptions for Dutch Rail

*Spot length:* exactly 10 seconds

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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 Large Format The Hague CS

## Digital out-of-home large format

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# Product Specifications Dutch Rail Leiden Digital Out-of-Home Large Format

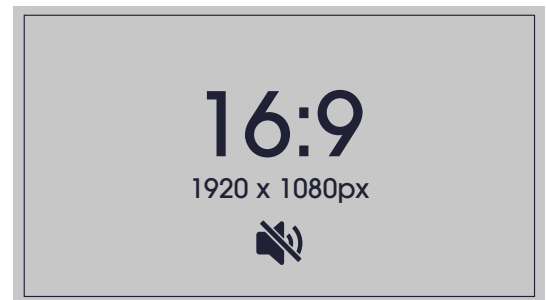


# Dutch Rail Large Format Leiden CS

## Digital out-of-home large format

### Production specifications

- Resolution of 1920 x 1080 pixels
- 16:9 aspect ratio
- 25 frames per second
- File formats: .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\_Monday16hour.MP4)
- The screens are a purely visual medium with no sound

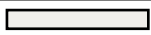








### Exceptions for Dutch Rail

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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 Large Format Leiden CS

## Digital out-of-home large format

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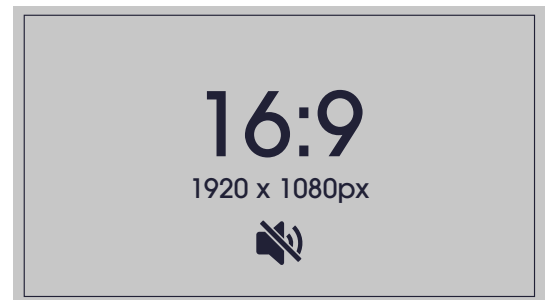
# Product Specifications Dutch Rail Rotterdam CS Digital Out-of-Home Large Format

# Dutch Rail Large Format Rotterdam CS

## Digital out-of-home large format

### Production specifications

- Resolution of 1920 x 1080 pixels
- 16:9 aspect ratio
- 25 frames per second
- File formats: .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\_Monday16hour.MP4)
- The screens are a purely visual medium with no sound

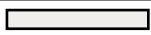








### Exceptions for Dutch Rail

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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 Large Format Rotterdam CS

## Digital out-of-home large format

### Important

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# Product Specifications Dutch Rail Utrecht CS Digital Out-of-Home Large Format



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+31 (0)20 562 05 62



[nl.digitalsupport@global.com](mailto:nl.digitalsupport@global.com)

# Dutch Rail Large Format Utrecht CS

## Digital out-of-home large format

### Production specifications

- Resolution of 1920 x 1080 pixels
- 16:9 aspect ratio
- 25 frames per second
- File formats: .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\_Monday16hour.MP4)
- The screens are a purely visual medium with no sound

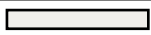








### Exceptions for Dutch Rail

*Spot length:* exactly 10 seconds

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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 Large Format Utrecht CS

## Digital out-of-home large format

### Important

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# Product Specifications Network Package Urban



# 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\_Monday16hour.MP4)
- The screens are a purely visual medium with no sound



### Delivery deadline

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# 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

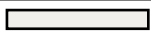








### Exceptions for Dutch Rail

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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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# Product Specifications Network Package Supermarkets

# 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)
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### Delivery deadline

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# Product Specifications Network Package Retail

# 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



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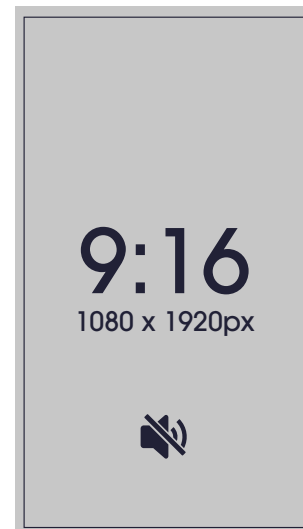


# Digital Out-of-Home

## 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)
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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



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# Product Specifications Network Package On the Go

# 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



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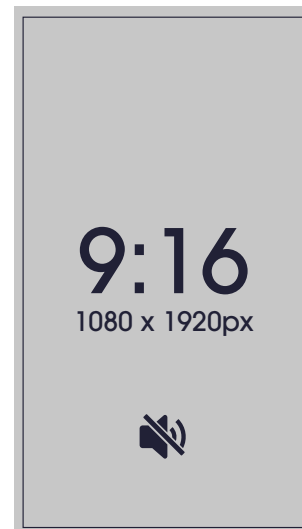
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# Dutch Rail - Digital Out-of-Home

## 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

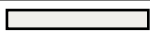








### Exceptions for Dutch Rail

*Spot length:* exactly 10 seconds

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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



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# Product Specifications Audience Package Business Decision-makers



# 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)
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# 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

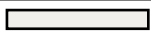








### Exceptions for Dutch Rail

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ProRail - OVCP Information		Magenta	209/58/114	#D13A72
ProRail - Information & Safety		Green	0/143/69	#008F45
ProRail - Safety Attention		Yellow	255/194/0	#FFC200
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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

## 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
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# Product Specifications Audience Package Students



[www.global.com/nl](http://www.global.com/nl)



+31 (0)20 562 05 62



[nl.digitalsupport@global.com](mailto:nl.digitalsupport@global.com)

# 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
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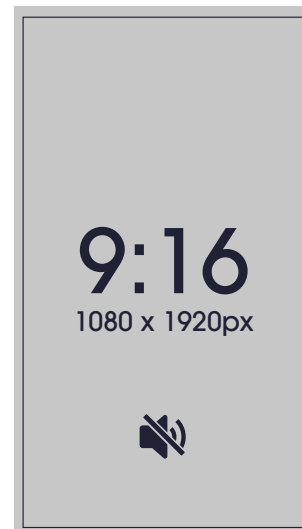
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# Dutch Rail - Digital Out-of-Home

## 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)
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- No "stills" allowed and do not use any mirrors

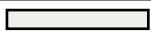








### Exceptions for Dutch Rail

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ProRail - Safety Attention		Yellow	255/194/0	#FFC200
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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)
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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
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# Product Specifications Audience Package Millenials

# 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
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# 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)
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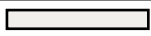








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# Dutch Rail - Digital Out-of-Home

## Digital out-of-home Portrait Full Motion

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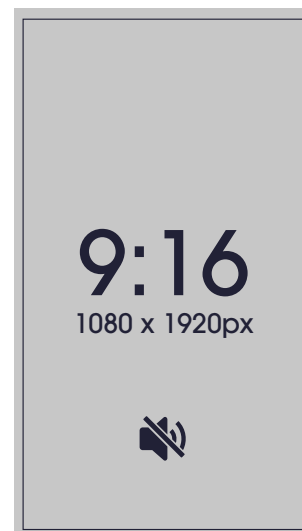
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# Digital Out-of-Home

## Portrait Still

### Production specifications

- Resolution of 1080 x 1920 pixels
- 9:16 aspect ratio
- File formats: .JPG or .PNG (**note: only still**)
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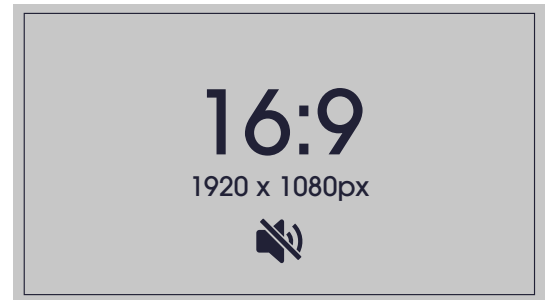
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# Digital Out-of-Home

## 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
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# Product Specifications Audience Package Households with children

# 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

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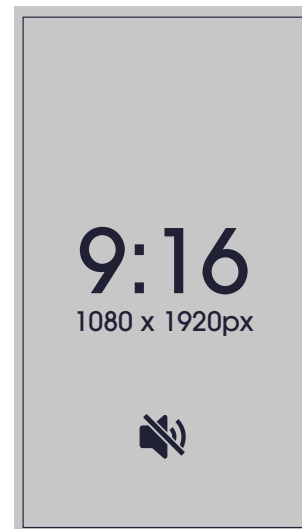
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# Dutch Rail - Digital Out-of-Home

## 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

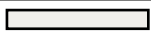








### Exceptions for Dutch Rail

*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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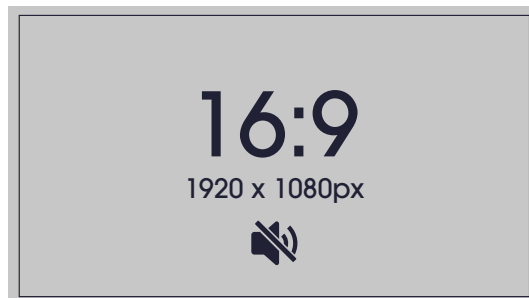
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# Digital Out-of-Home

## 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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# Product Specifications Audience Package High Society

# 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)
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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
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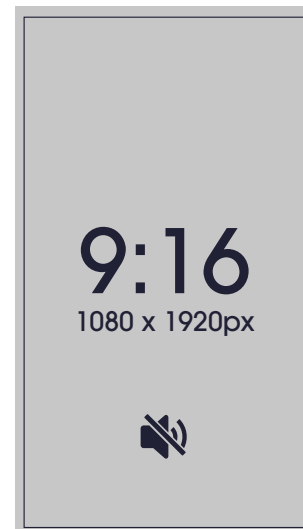
# Product Specifications Audience Package Shoppers

# 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



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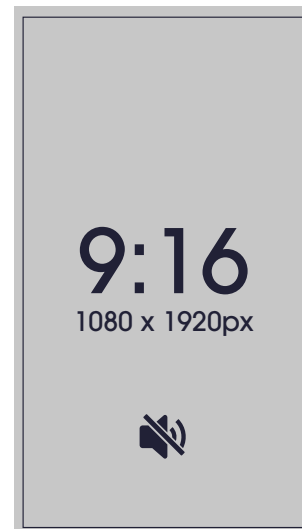
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# Digital Out-of-Home

## Portrait Still

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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
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