



global

# Production Specifications 2025



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# Production specifications

## Global 2025

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# Product Specifications City Light Poster (CLP)



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# 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.

592,5 x 875 mm

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 GlobalNL 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

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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

1185 x 1750 mm

### 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.



# HEMA

## Product Specifications

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



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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 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 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

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# Product Specifications

## Digital Out-of-Home

### Portrait Still



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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

## Digital Out-of-Home

## Landscape Full Motion

# 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.

### Submit files

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# Product Specifications

## Dutch Rail

# Digital Out-of-Home Portrait Full Motion



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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

### 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 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



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# 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

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 Amersfoort

## Digital out-of-home large format

### Important

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### Submit files

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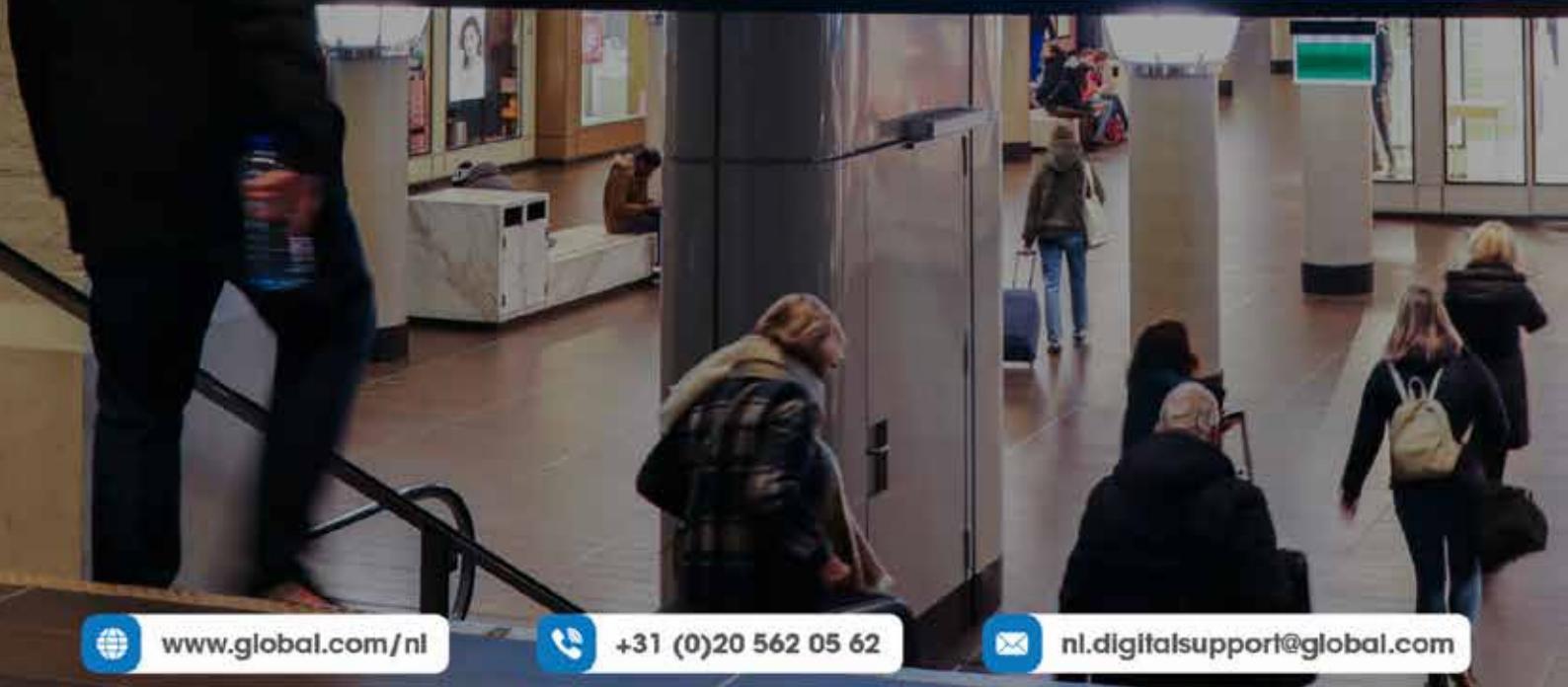


# Product Specifications

## Dutch Rail

### Digital Out-of-Home

### Large Format - Banner



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# 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

3072 x 352px 

### 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 - West



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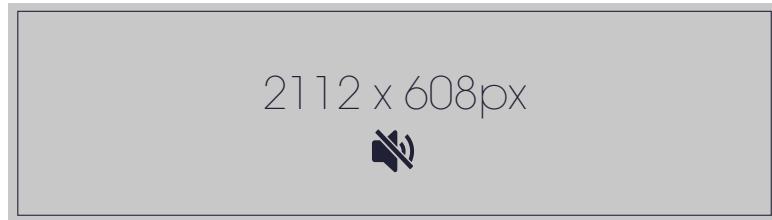
[nl.digitalsupport@global.com](mailto:nl.digitalsupport@global.com)

# 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 concept must be submitted for approval no later than five working days before the start of the campaign.

# 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



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# 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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- 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 Large Format AMS CS Duo

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

### Important

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### Submit files

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# Product Specifications

## Dutch Rail AMS

## Bijlmer Arena

## Digital Out-of-Home

## Large Format



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# 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

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ProRail – Information	Blue	0/50/114	#003272
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ProRail – Information & Safety	Green	0/143/69	#008F45
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# Dutch Rail Large Format AMS Bijlmer Arena

## Digital out-of-home large format

### Important

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# Product Specifications

## Dutch Rail Breda

### Digital Out-of-Home

### Large Format



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# 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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- 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 Breda

## Digital out-of-home large format

### 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](#)

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



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



431 (0)20 562 05 62



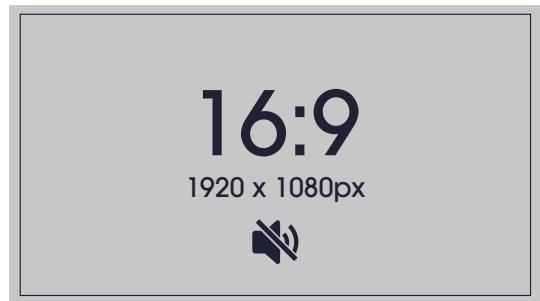
[nl.digitalsupport@global.com](mailto:nl.digitalsupport@global.com)

# 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

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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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
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# Dutch Rail Large Format The Hague CS

## Digital out-of-home large format

### Important

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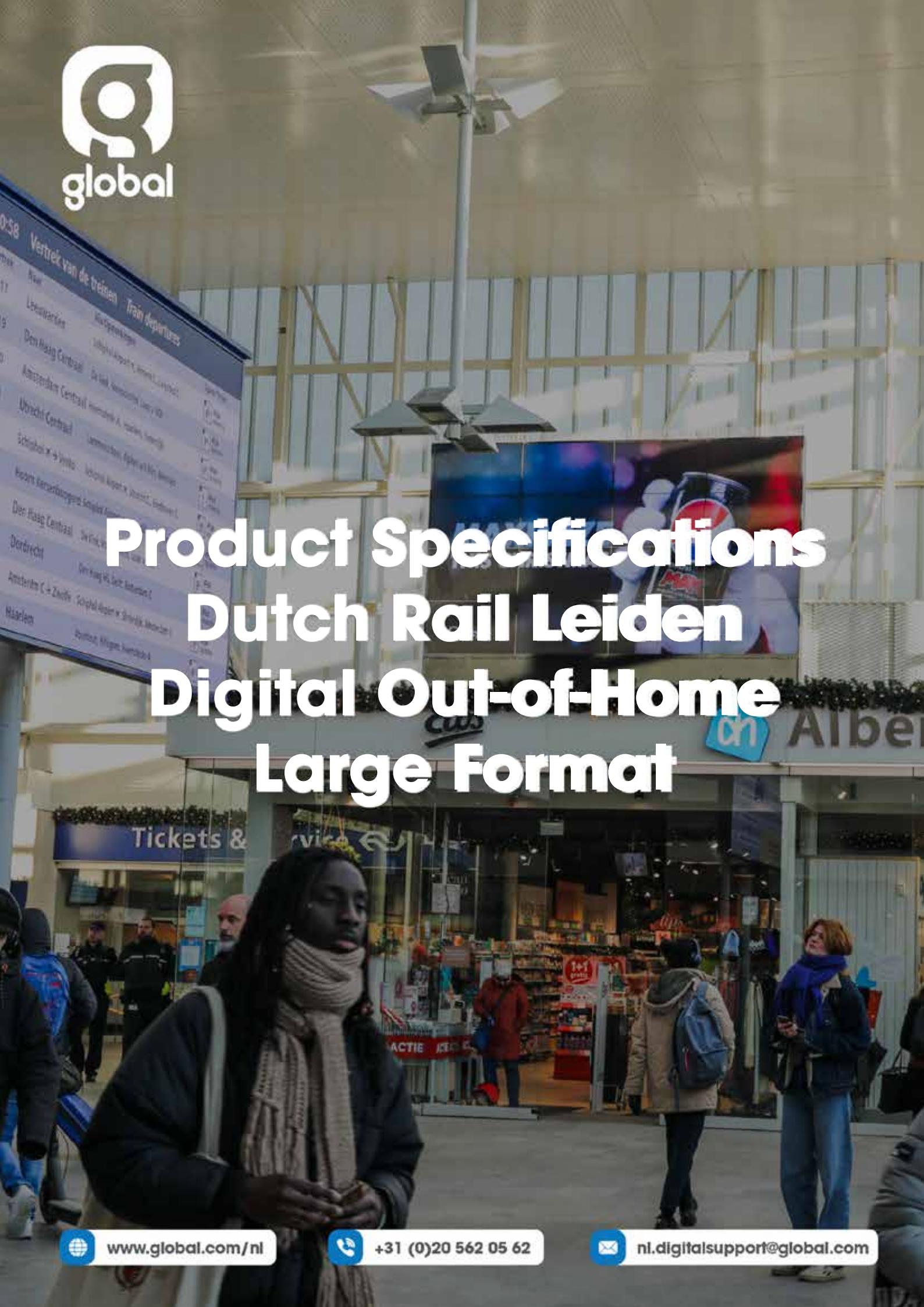


# Product Specifications

## Dutch Rail Leiden

### Digital Out-of-Home

#### Large Format



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



+31 (0)20 562 05 62



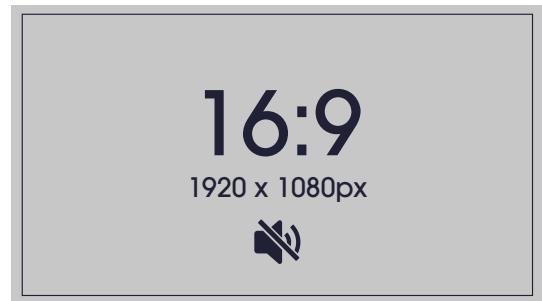
[nl.digitalsupport@global.com](mailto:nl.digitalsupport@global.com)

# 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

Spot length: exactly 10 seconds

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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

### Important

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global

# Product Specifications

## Dutch Rail Rotterdam CS

### Digital Out-of-Home

### Large Format



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



+31 (0)20 562 05 62



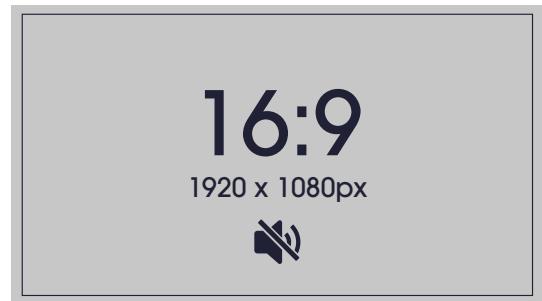
[nl.digitalsupport@global.com](mailto:nl.digitalsupport@global.com)

# 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

Spot length: exactly 10 seconds

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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



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



+31 (0)20 562 05 62



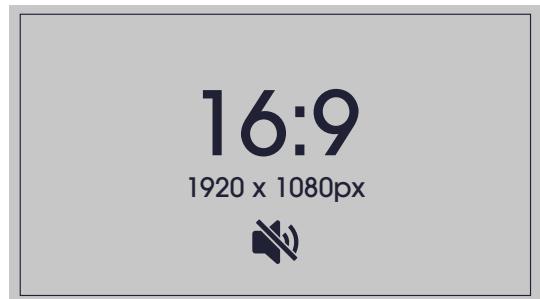
[nl.digitalsupport@global.com](mailto:nl.digitalsupport@global.com)

# 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

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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ProRail – Information & Safety	Green	0/143/69	#008F45
ProRail – Safety Attention	Yellow	255/194/0	#FFC200
ProRail – Safety Danger	Red	205/20/37	#CD1425
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# Dutch Rail Large Format Utrecht CS

## Digital out-of-home large format

### Important

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# Product Specifications

## Channel Package

### Urban



[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 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

Spot length: exactly 10 seconds

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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

### Important

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### Submit files

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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

## Channel Package

## Retail



[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 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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# 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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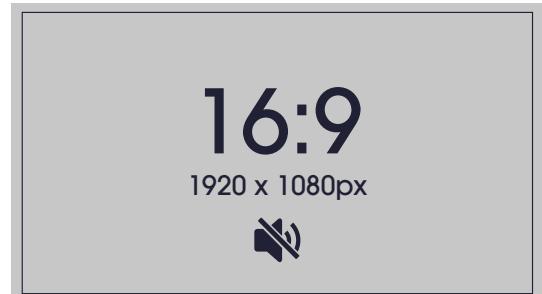
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# Digital Out-of-Home

## 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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### 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

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# Product Specifications Channel Package On the Go



[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 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)
- 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

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# Dutch Rail - Digital Out-of-Home

## Digital out-of-home Portrait Full Motion

### 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](#)

### Help with the creative and production

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### Contact details

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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

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 concept must be submitted for approval no later than five working days before the start of the campaign.

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# Highway Billboards - Option 1

## Light Motion & Still

In this option, all advertisements have a unique format, and there is a variation between light motion and still images.

### General

- File format: JPG, PNG or MP4
- Color mode: RGB
- Frame rate: 25 fps
- Bitrate: max. 12.0 Mbit/s
- Pixel aspect ratio: 1:1 (Square)
- File size: max. 50 MB
- Audio: It is a purely visual medium with no sound
- Length: 6 sec.
- Include the Global order number, campaign name, and the date/time of execution in the file name (e.g., 100101\_Global\_Monday4pm.MP4)

### Resolution per highway screen (width x height px)

Please submit the campaigns in the resolution below, maintaining the exact format in px (pixels).

Resolution	Location Names
1200 x 896 px	Hardinxveld-Giessendam A15*
1008 x 608 px	Hoevenlaken A1*
800 x 528 px	Den Haag A12
800 x 480 px	Dordrecht A16   Dordrecht N3   Roosendaal A17   Two Brothers Sliedrecht A15*
768 x 864 px	Hoorn A7
768 x 480 px	Zwijndrecht A16
720 x 540 px	Barneveld A30*   Emmeloord A6   Roosendaal A58
720 x 528 px	Amsterdam A5   Hazeldonk I A16   Leerdam A15   Maastricht A2*   Triple Breda A16/A58   Venlo A67   Herten A73
720 x 560 px	Echt A2
672 x 512 px	Zoetermeer A12
640 x 600 px	Assen A28*
640 x 384 px	Vianen A2*
608 x 480 px	Arnhem II A12*   Etten-Leur A58*   Nijkerk A28   Twins Schiphol A4   Two Brothers Sliedrecht A15
560 x 672 px	Roermond A73*
540 x 400 px	Goes A58
540 x 720 px	Hazeldonk II A16
520 x 720 px	Arnhem I A12   Utrecht N230
480 x 630 px	Rotterdam A15
480 x 480 px	Beverwijk A9
480 x 360 px	Doetinchem A18*
460 x 660 px	Leiden A44**

\* The highway billboards marked with a \* may not be animated and must be supplied as JPG or PNG.  
For the Two Brothers Sliedrecht highway billboards, both 608 x 480 px and 800 x 480 px must be supplied.

\*\* Please submit this campaign in 72dpi.

### Light motion

Full motion campaigns are not permitted along highways. A maximum of 15% of the total expression may contain light animation. In addition, the communications may not contain color combinations or designs that resemble official road signs or traffic signs. A complete image change after 3 seconds is not permitted.

### File delivery

Send your expression 5 working days before the start of the campaign via WeTransfer to [nl.digitalsupport@global.com](mailto:nl.digitalsupport@global.com). Last-minute changes only in consultation.

# Highway Billboards - Option 2

## Still

In this option, there are four fixed formats to follow, and all advertisements are still, meaning they are not animated.

### Still

- Resolution of 1920 x 1080 / 1200 x 896 / 1080 x 1350 / 1080 x 1080
- Supported formats: JPG or PNG
- File size: max. 10 MB
- Include the Global order number, campaign name, and the date/time of execution in the file name (e.g., 100101\_Global\_Monday4pm.MP4)

#### 1920 x 1080

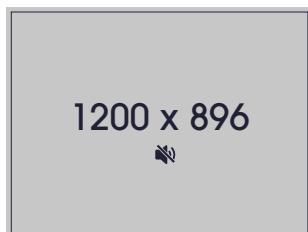


Doetinchem A18  
Vianen A2  
Maastricht A2  
Barneveld A30  
Two Brothers Sliedrecht A15  
Hoevenlaken A1  
Goes A58  
Zoetermeer A12

Amsterdam A5  
Hazeldonk I A16  
Echt A2  
Leerdam A15  
Triple Breda A16/A58  
Venlo A67  
Emmeloord A6  
Roosendaal A58

Zwijndrecht A16  
Dordrecht A16  
Dordrecht N3  
Roosendaal A17  
Den Haag A12

#### 1200 x 896



Arnhem II A12  
Etten-Leur A58  
Hardinxveld-Giesendam A15  
Two Brothers Sliedrecht A15  
Nijkerk A28  
Twins Schiphol A4

#### 1080 x 1350



Leiden A44  
Roermond A73  
Rotterdam A15  
Arnhem I A12  
Hazeldonk II A16

#### 1080 x 1080



Assen A28  
Beverwijk A9  
Hoorn A7

# Highway Billboards

## Light Motion & Still

### 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.

### Submit files

- Via email (**maximaal 10 Mb**): [nl.digitalsupport@global.com](mailto:nl.digitalsupport@global.com)
- Larger files can be sent via WeTransfer
- Last-minute changes only in consultation
- Include the Global order number, campaign name, and the date/time of execution in the file name (e.g., 100101\_Global\_Monday4pm.MP4)

### Important

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### Help with the creative and production

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# Product Specifications Audience Package Business Decision Makers



[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 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 concept must be submitted for approval no later than five working days before the start of the campaign.

### Important

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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

### Delivery deadline

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# Dutch Rail - Digital Out-of-Home

## Digital out-of-home Portrait Full Motion

### Important

All creatives are subject to approval from Global.

### Submit files

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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

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# Product Specifications

## Audience Package

### Light TV Viewers



[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 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)
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### 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
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ProRail – Safety Attention		Yellow	255/194/0	#FFC200
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# Dutch Rail - Digital Out-of-Home

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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

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 concept must be submitted for approval no later than five working days before the start of the campaign.

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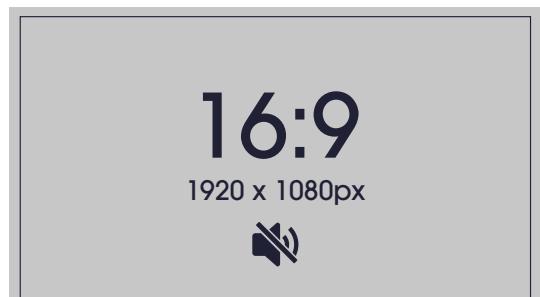
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# Digital Out-of-Home

## 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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### Important

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### Submit files

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# Highway Billboards - Option 1

## Light Motion & Still

In this option, all advertisements have a unique format, and there is a variation between light motion and still images.

### General

- File format: JPG, PNG or MP4
- Color mode: RGB
- Frame rate: 25 fps
- Bitrate: max. 12.0 Mbit/s
- Pixel aspect ratio: 1:1 (Square)
- File size: max. 50 MB
- Audio: It is a purely visual medium with no sound
- Length: 6 sec.
- Include the Global order number, campaign name, and the date/time of execution in the file name (e.g., 100101\_Global\_Monday4pm.MP4)

### Resolution per highway screen (width x height px)

Please submit the campaigns in the resolution below, maintaining the exact format in px (pixels).

Resolution	Location Names
1200 x 896 px	Hardinxveld-Giessendam A15*
1008 x 608 px	Hoevenlaken A1*
800 x 528 px	Den Haag A12
800 x 480 px	Dordrecht A16   Dordrecht N3   Roosendaal A17   Two Brothers Sliedrecht A15*
768 x 864 px	Hoorn A7
768 x 480 px	Zwijndrecht A16
720 x 540 px	Barneveld A30*   Emmeloord A6   Roosendaal A58
720 x 528 px	Amsterdam A5   Hazeldonk I A16   Leerdam A15   Maastricht A2*   Triple Breda A16/A58   Venlo A67   Herten A73
720 x 560 px	Echt A2
672 x 512 px	Zoetermeer A12
640 x 600 px	Assen A28*
640 x 384 px	Vianen A2*
608 x 480 px	Arnhem II A12*   Etten-Leur A58*   Nijkerk A28   Twins Schiphol A4   Two Brothers Sliedrecht A15
560 x 672 px	Roermond A73*
540 x 400 px	Goes A58
540 x 720 px	Hazeldonk II A16
520 x 720 px	Arnhem I A12   Utrecht N230
480 x 630 px	Rotterdam A15
480 x 480 px	Beverwijk A9
480 x 360 px	Doetinchem A18*
460 x 660 px	Leiden A44**

\* The highway billboards marked with a \* may not be animated and must be supplied as JPG or PNG.  
For the Two Brothers Sliedrecht highway billboards, both 608 x 480 px and 800 x 480 px must be supplied.

\*\* Please submit this campaign in 72dpi.

### Light motion

Full motion campaigns are not permitted along highways. A maximum of 15% of the total expression may contain light animation. In addition, the communications may not contain color combinations or designs that resemble official road signs or traffic signs. A complete image change after 3 seconds is not permitted.

### File delivery

Send your expression 5 working days before the start of the campaign via WeTransfer to [nl.digitalsupport@global.com](mailto:nl.digitalsupport@global.com). Last-minute changes only in consultation.

# Highway Billboards - Option 2

## Still

In this option, there are four fixed formats to follow, and all advertisements are still, meaning they are not animated.

### Still

- Resolution of 1920 x 1080 / 1200 x 896 / 1080 x 1350 / 1080 x 1080
- Supported formats: JPG or PNG
- File size: max. 10 MB
- Include the Global order number, campaign name, and the date/time of execution in the file name (e.g., 100101\_Global\_Monday4pm.MP4)

#### 1920 x 1080



Doetinchem A18  
Vianen A2  
Maastricht A2  
Barneveld A30  
Two Brothers Sliedrecht A15  
Hoevenlaken A1  
Goes A58  
Zoetermeer A12

Amsterdam A5  
Hazeldonk I A16  
Echt A2  
Leerdam A15  
Triple Breda A16/A58  
Venlo A67  
Emmeloord A6  
Roosendaal A58

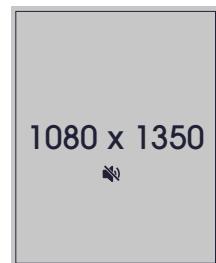
Zwijndrecht A16  
Dordrecht A16  
Dordrecht N3  
Roosendaal A17  
Den Haag A12

#### 1200 x 896



Arnhem II A12  
Etten-Leur A58  
Hardinxveld-Giesendam A15  
Two Brothers Sliedrecht A15  
Nijkerk A28  
Twins Schiphol A4

#### 1080 x 1350



Leiden A44  
Roermond A73  
Rotterdam A15  
Arnhem I A12  
Hazeldonk II A16

#### 1080 x 1080



Assen A28  
Beverwijk A9  
Hoorn A7

# Highway Billboards

## Light Motion & Still

### 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.

### Submit files

- Via email (**maximaal 10 Mb**): [nl.digitalsupport@global.com](mailto:nl.digitalsupport@global.com)
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# Product Specifications

## Audience Package

### Young People

**HEMA**



[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 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 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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# 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 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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# 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

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 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.

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# Highway Billboards - Option 1

## Light Motion & Still

In this option, all advertisements have a unique format, and there is a variation between light motion and still images.

### General

- File format: JPG, PNG or MP4
- Color mode: RGB
- Frame rate: 25 fps
- Bitrate: max. 12.0 Mbit/s
- Pixel aspect ratio: 1:1 (Square)
- File size: max. 50 MB
- Audio: It is a purely visual medium with no sound
- Length: 6 sec.
- Include the Global order number, campaign name, and the date/time of execution in the file name (e.g., 100101\_Global\_Monday4pm.MP4)

### Resolution per highway screen (width x height px)

Please submit the campaigns in the resolution below, maintaining the exact format in px (pixels).

Resolution	Location Names
1200 x 896 px	Hardinxveld-Giessendam A15*
1008 x 608 px	Hoevenlaken A1*
800 x 528 px	Den Haag A12
800 x 480 px	Dordrecht A16   Dordrecht N3   Roosendaal A17   Two Brothers Sliedrecht A15*
768 x 864 px	Hoorn A7
768 x 480 px	Zwijndrecht A16
720 x 540 px	Barneveld A30*   Emmeloord A6   Roosendaal A58
720 x 528 px	Amsterdam A5   Hazeldonk I A16   Leerdam A15   Maastricht A2*   Triple Breda A16/A58   Venlo A67   Herten A73
720 x 560 px	Echt A2
672 x 512 px	Zoetermeer A12
640 x 600 px	Assen A28*
640 x 384 px	Vianen A2*
608 x 480 px	Arnhem II A12*   Etten-Leur A58*   Nijkerk A28   Twins Schiphol A4   Two Brothers Sliedrecht A15
560 x 672 px	Roermond A73*
540 x 400 px	Goes A58
540 x 720 px	Hazeldonk II A16
520 x 720 px	Arnhem I A12   Utrecht N230
480 x 630 px	Rotterdam A15
480 x 480 px	Beverwijk A9
480 x 360 px	Doetinchem A18*
460 x 660 px	Leiden A44**

\* The highway billboards marked with a \* may not be animated and must be supplied as JPG or PNG.  
For the Two Brothers Sliedrecht highway billboards, both 608 x 480 px and 800 x 480 px must be supplied.

\*\* Please submit this campaign in 72dpi.

### Light motion

Full motion campaigns are not permitted along highways. A maximum of 15% of the total expression may contain light animation. In addition, the communications may not contain color combinations or designs that resemble official road signs or traffic signs. A complete image change after 3 seconds is not permitted.

### File delivery

Send your expression 5 working days before the start of the campaign via WeTransfer to [nl.digitalsupport@global.com](mailto:nl.digitalsupport@global.com). Last-minute changes only in consultation.

# Highway Billboards - Option 2

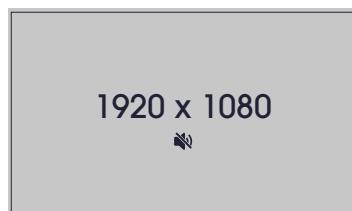
## Still

In this option, there are four fixed formats to follow, and all advertisements are still, meaning they are not animated.

### Still

- Resolution of 1920 x 1080 / 1200 x 896 / 1080 x 1350 / 1080 x 1080
- Supported formats: JPG or PNG
- File size: max. 10 MB
- Include the Global order number, campaign name, and the date/time of execution in the file name (e.g., 100101\_Global\_Monday4pm.MP4)

#### 1920 x 1080

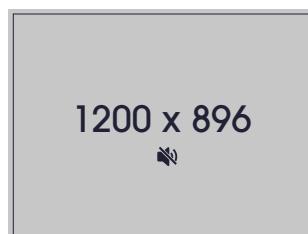


Doetinchem A18  
Vianen A2  
Maastricht A2  
Barneveld A30  
Two Brothers Sliedrecht A15  
Hoevenlaken A1  
Goes A58  
Zoetermeer A12

Amsterdam A5  
Hazeldonk I A16  
Echt A2  
Leerdam A15  
Triple Breda A16/A58  
Venlo A67  
Emmeloord A6  
Roosendaal A58

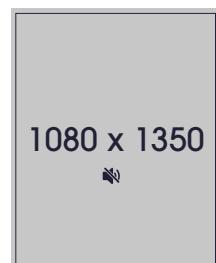
Zwijndrecht A16  
Dordrecht A16  
Dordrecht N3  
Roosendaal A17  
Den Haag A12

#### 1200 x 896



Arnhem II A12  
Etten-Leur A58  
Hardinxveld-Giesendam A15  
Two Brothers Sliedrecht A15  
Nijkerk A28  
Twins Schiphol A4

#### 1080 x 1350



Leiden A44  
Roermond A73  
Rotterdam A15  
Arnhem I A12  
Hazeldonk II A16

#### 1080 x 1080



Assen A28  
Beverwijk A9  
Hoorn A7

# Highway Billboards

## Light Motion & Still

### Delivery deadline

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### Submit files

- Via email (**maximaal 10 Mb**): [nl.digitalsupport@global.com](mailto:nl.digitalsupport@global.com)
- Larger files can be sent via WeTransfer
- Last-minute changes only in consultation
- Include the Global order number, campaign name, and the date/time of execution in the file name (e.g., 100101\_Global\_Monday4pm.MP4)

### Important

All displays are subject to approval by Global.

### Help with the creative and production

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### Contact details

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# Product Specifications Audience Package High Society



[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 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 concept must be submitted for approval no later than five working days before the start of the campaign.

### Important

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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

### Delivery deadline

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# Dutch Rail - Digital Out-of-Home

## Digital out-of-home Portrait Full Motion

### Important

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### Submit files

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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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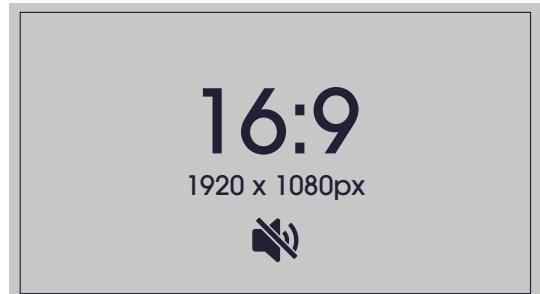
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# Digital Out-of-Home

## 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)
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**JUMBO** Van Dam & Schoonhoven

Ingang

PICK UP

**HEMA**

LEZEN AAN DAT BOEK

# Product Specifications Audience Package High Society



[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 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
- 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

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### Submit files

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# Product Specifications

## Highway Billboards

### Option 1: Light Motion & Still



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



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

# Highway Billboards - Option 1

## Light Motion & Still

In this option, all advertisements have a unique format, and there is a variation between light motion and still images.

### General

- File format: JPG, PNG or MP4
- Color mode: RGB
- Frame rate: 25 fps
- Bitrate: max. 12.0 Mbit/s
- Pixel aspect ratio: 1:1 (Square)
- File size: max. 50 MB
- Audio: It is a purely visual medium with no sound
- Length: 6 sec.
- Include the Global order number, campaign name, and the date/time of execution in the file name (e.g., 100101\_Global\_Monday4pm.MP4)

### Resolution per highway screen (width x height px)

Please submit the campaigns in the resolution below, maintaining the exact format in px (pixels).

Resolution	Location Names
1200 x 896 px	Hardinxveld-Giessendam A15*
1008 x 608 px	Hoevenlaken A1*
800 x 528 px	Den Haag A12
800 x 480 px	Dordrecht A16   Dordrecht N3
768 x 864 px	Hoorn A7
768 x 480 px	Zwijndrecht A16
720 x 480 px	Two Brothers Sliedrecht A15*   Roosendaal A17
720 x 540 px	Barneveld A30*   Emmeloord A6   Roosendaal A58
720 x 528 px	Amsterdam A5   Hazeldonk I A16   Leerdam A15   Maastricht A2*   Triple Breda A16/A58   Venlo A67   Herten A73
720 x 560 px	Echt A2
672 x 512 px	Zoetermeer A12
640 x 600 px	Assen A28*
640 x 384 px	Vianen A2*
608 x 480 px	Arnhem II A12*   Etten-Leur A58*   Nijkerk A28   Twins Schiphol A4   Two Brothers Sliedrecht A15*
560 x 672 px	Roermond A73*
540 x 400 px	Goes A58
540 x 720 px	Hazeldonk II A16
520 x 720 px	Arnhem I A12   Utrecht N203
480 x 630 px	Rotterdam A15
480 x 480 px	Beverwijk A9
480 x 360 px	Doetinchem A18*
460 x 660 px	Leiden A44**

\* The highway billboards marked with a \* may not be animated and must be supplied as JPG or PNG.  
For the Two Brothers Sliedrecht highway billboards, both 608 x 480 px and 720 x 480 px must be supplied.

\*\* Please submit this campaign in 72dpi.

### Light motion

Full motion campaigns are not permitted along highways. A maximum of 15% of the total expression may contain light animation. In addition, the communications may not contain color combinations or designs that resemble official road signs or traffic signs. A complete image change after 3 seconds is not permitted.

### File delivery

Send your expression 5 working days before the start of the campaign via WeTransfer to [nl.digitalsupport@global.com](mailto:nl.digitalsupport@global.com). Last-minute changes only in consultation.

# Highway Billboards

## Light Motion & Still

### 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.

### Submit files

- Via email (**maximaal 10 Mb**): [nl.digitalsupport@global.com](mailto:nl.digitalsupport@global.com)
- Larger files can be sent via **WeTransfer**
- Last-minute changes only in consultation
- Include the Global order number, campaign name, and the date/time of execution in the file name (e.g., 100101\_Global\_Monday4pm.MP4)

### Important

All displays are subject to approval by Global.

### 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) of **+31 (0)20 562 05 62**.



# Product Specifications

## Highway Billboards

### Option 2: Still



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# Highway Billboards - Option 2

## Still

In this option, there are four fixed formats to follow, and all advertisements are still, meaning they are not animated.

### Still

- Resolution of 1920 x 1080 / 1200 x 896 / 1080 x 1350 / 1080 x 1080
- Supported formats: JPG or PNG
- File size: max. 10 MB
- Include the Global order number, campaign name, and the date/time of execution in the file name (e.g., 100101\_Global\_Monday4pm.MP4)

#### 1920 x 1080

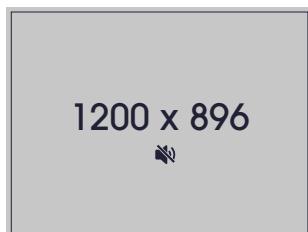


Doetinchem A18  
Vianen A2  
Maastricht A2  
Barneveld A30  
Two Brothers Sliedrecht A15  
Hoevenlaken A1  
Goes A58  
Zoetermeer A12

Amsterdam A5  
Hazeldonk I A16  
Echt A2  
Leerdam A15  
Triple Breda A16/A58  
Venlo A67  
Emmeloord A6  
Roosendaal A58

Zwijndrecht A16  
Dordrecht A16  
Dordrecht N3  
Roosendaal A17  
Den Haag A12  
Herten A73

#### 1200 x 896



Arnhem II A12  
Etten-Leur A58  
Hardinxveld-Giesendam A15  
Two Brothers Sliedrecht A15  
Nijkerk A28  
Twins Schiphol A4  
Utrecht N203

#### 1080 x 1350



Leiden A44  
Roermond A73  
Rotterdam A15  
Arnhem I A12  
Hazeldonk II A16

#### 1080 x 1080



Assen A28  
Beverwijk A9  
Hoorn A7

# Highway Billboards

## Still

### 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.

### Submit files

- Via email (**maximaal 10 Mb**): [nl.digitalsupport@global.com](mailto:nl.digitalsupport@global.com)
- Larger files can be sent via [WeTransfer](#)
- Last-minute changes only in consultation
- Include the Global order number, campaign name, and the date/time of execution in the file name (e.g., 100101\_Global\_Monday4pm.MP4)

### Important

All displays are subject to approval by Global.

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# Product Specifications

## Amsterdam Museumplein

### Traditional Billboard



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# Amsterdam Museumplein

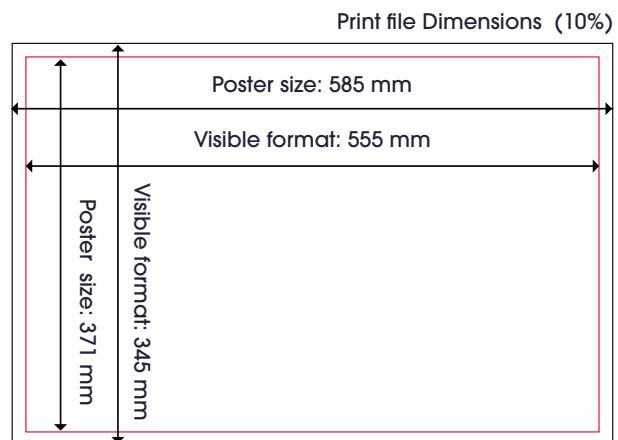
## Traditional Billboard

### Production specifications

- Poster size: 585 x 371 mm (width x height)
- Visible format: 555 x 345 mm (width x height)

### Print file delivery specifications

These are the delivery specifications for the print file and therefore apply when we produce the canvas. If you have the canvas delivered by your own printer, you will have to coordinate these specifications with them.



- Scale: 10%
- Poster size: 585 x 371 mm
- Visible format: 555 x 345 mm
- Resolution: 300 dpi (on scale format)
- Color mode: CMYK
- File format: PDF without bleed, formatted as one file/one part.
- Color proof: If a color proof (Isocoated V2 or FOGRA 39) is not delivered or is not delivered on time, liability for any deviations lapses.

### Do's and Don'ts

- Use contrasting and bright colors.
- For optimal visibility, keep essential text or images well within the viewing area.
- Make sure that the advertiser's logo and/or name are prominent and clearly legible.
- Provide calm images or photos, especially if they are used as a full background.
- Communicate a short, clear message, max. 7 words in total.

### Delivery deadline

Send your campaign 3 weeks before the start of the campaign via WeTransfer to [nl.digitalsupport@global.com](mailto:nl.digitalsupport@global.com). Last-minute changes only in consultation.

### Help with creation?

An outdoor advertisement must be visually strong and make the most of the contact moment with the passer-by. Global has a creative team that has a lot of experience with this. We are happy to assist in adjusting an existing image or creating your entire campaign.

For more information, call [+31 \(0\)20 562 05 39](tel:+31205620539) or mail to [nl.digitalsupport@global.com](mailto:nl.digitalsupport@global.com).



# **Product Specifications**

## **Hardinxveld-Giessendam A15**

### **Traditional Billboard**

# Hardinxveld-Giessendam A15

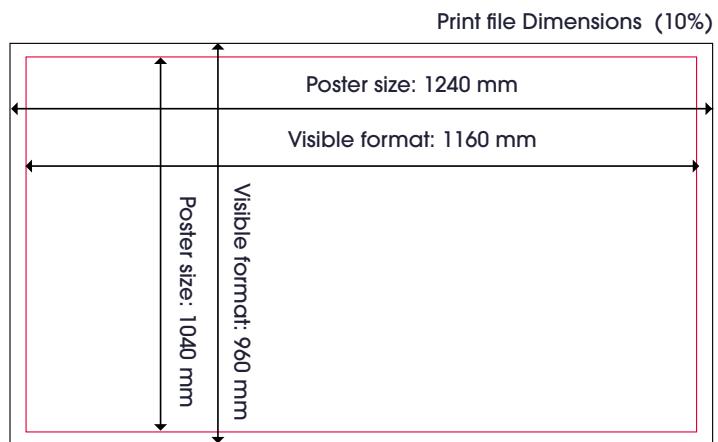
## Traditional Billboard

### Production specifications

- Poster size: 1240 x 1040 mm (width x height)
- Visible format: 1160 x 960 mm (width x height)

### Print file delivery specifications

These are the delivery specifications for the print file and therefore apply when we produce the canvas. If you have the canvas delivered by your own printer, you will have to coordinate these specifications with them.



- Scale: 10%
- Poster size: 1240 x 1040 mm
- Visible format: 1160 x 960 mm
- Resolution: 300 dpi (on scale format)
- Kleurmodus: CMYK
- File format: PDF without bleed, formatted as one file/one part.
- Color proof: If a color proof (Isocoated V2 or FOGRA 39) is not delivered or is not delivered on time, liability for any deviations lapses.

### Do's and Don'ts

- Use contrasting and bright colors.
- For optimal visibility, keep essential text or images well within the viewing area.
- Make sure that the advertiser's logo and/or name are prominent and clearly legible.
- Provide calm images or photos, especially if they are used as a full background.
- Communicate a short, clear message, max. 7 words in total.

### Delivery deadline

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# Product Specifications

## Naarden A1

### Traditional Billboard



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# Naarden A1

## Traditional Billboard

### Production specifications

- Poster size: 535 x 935 mm (width x height)
- Visible format: 515 x 915 mm (width x height)

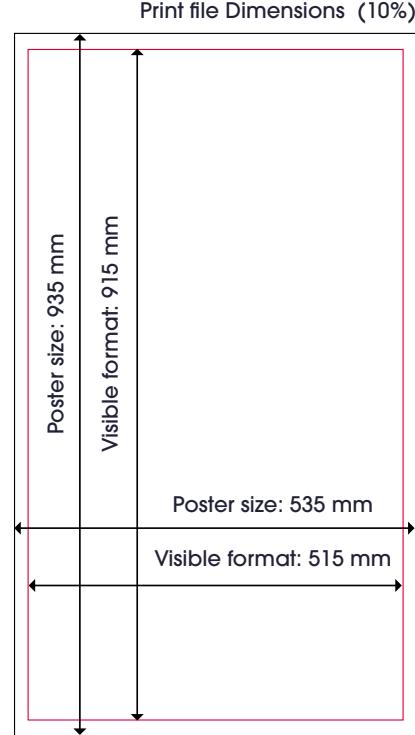
### Print file delivery specifications

These are the delivery specifications for the print file and therefore apply when we produce the canvas. If you have the canvas delivered by your own printer, you will have to coordinate these specifications with them.

- Scale: 10%
- Poster size: 535 x 935 mm
- Visible format: 515 x 915 mm
- Resolution: 300 dpi (on scale format)
- Color mode: CMYK
- File format: PDF without bleed, formatted as one file/one part.
- Color proof: If a color proof (Isocoated V2 or FOGRA 39) is not delivered or is not delivered on time, liability for any deviations lapses.

### Do's and Don'ts

- Use contrasting and bright colors.
- For optimal visibility, keep essential text or images well within the viewing area.
- Make sure that the advertiser's logo and/or name are prominent and clearly legible.
- Provide calm images or photos, especially if they are used as a full background.
- Communicate a short, clear message, max. 7 words in total.



### Delivery deadline

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# Product Specifications

## Rotterdam A20

## Traditional Billboard



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

# Rotterdam A20

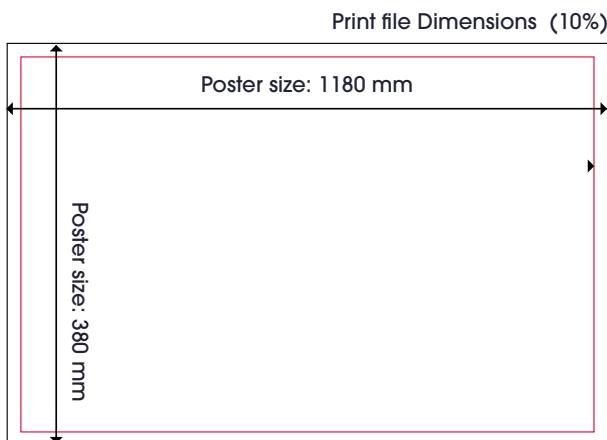
## Traditional Billboard

### Production specifications

- Poster size: 1180 x 380 mm (width x height)

### Print file delivery specifications

These are the delivery specifications for the print file and therefore apply when we produce the canvas. If you have the canvas delivered by your own printer, you will have to coordinate these specifications with them.



- Scale: 10%
- Poster size: 1180 x 380 mm
- Resolution: 300 dpi (on scale format)
- Color mode: CMYK
- File format: PDF without bleed, formatted as one file/one part.
- Color proof: If a color proof (Isocoated V2 or FOGRA 39) is not delivered or is not delivered on time, liability for any deviations lapses.

### Do's and Don'ts

- Use contrasting and bright colors.
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# Product Specifications

## Digital Out-of-Home

### Cylinder Screen

### Rotterdam Zuidplein



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# Digital Out-of-Home

## Cylinder Screen Rotterdam Zuidplein

### Specifications

- Resolution of 2592 x 1536 pixels
- 25 frames per second
- Supported formats: .MP4
- Length of video rounded to exact number (5 or 10 seconds)
- Include the Global order number, campaign name and day/time of execution in the file name (ex: 100101\_Global\_Monday16hour.MP4)
- It is a purely visual medium with no sound

2592x1536



### Delivery deadline

The file should be delivered no later than 5 business days before the start of the campaign. This space we need to check the file. If the deadlines are not met, we cannot guarantee that your campaign will go live at the agreed time. Because of the control of both the technical aspects as well as the content, the creative concept must be submitted for approval at least 5 working days before the start of the campaign for approval.

### Important

- All expressions are subject to Global's approval.
- The cylinder screen does not rotate; we recommend considering this in the artwork.

### File Delivery

- Via email (maximum 10 Mb): [nl.digitalsupport@global.com](mailto:nl.digitalsupport@global.com)
- Larger files can be sent via WeTransfer
- Include the Global order number, campaign name and day/time of execution in the file name (ex: 100101\_Global\_Monday16hour.MP4)

### Help with creation and production

Our goal is to help you maximize your creative potential. Are you looking for guidance with concept development and production or to spar with professionals, please contact our digital support at [nl.digitalsupport@global.com](mailto:nl.digitalsupport@global.com).

### Contactgegevens

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