



# Outdoor Digital delivery deadlines & processes

JUNE 2021

# GLOBAL OUTDOOR DIGITAL DEADLINES

**Artwork should be sent over 5 days prior to the live date** to ensure there are no delays with scheduling, resolutions or copy approval. The table below highlights our **FINAL DEADLINES**

Global format	Booking deadlines	Copy deadline
Ribbons, DEPs & campaigns with >5 copies	5 days	5 days
All other formats with less than 5 copies	1pm 1 working day before go live	1pm 1 working day before go live
Dynamic campaigns (deadline for test files)	10 days	10 days
Airport	10 days	10 days

- **Any bookings or copy received after the final deadlines puts campaign delivery at risk and compensation will not be offered.**
- All final deadlines are based on copy being pre-approved and Harding tests completed.
- If copy is received after the final deadline then the campaign will be marked as 'non-compliant' & will take up to 24 hours to go-live.
- We must be made aware of dynamic campaigns at time of booking.
- Please send all copy to:

[digitaldelivery@global.com](mailto:digitaldelivery@global.com)



# GLOBAL OUTDOOR DIGITAL DEADLINES

Deadline for >5 copies, ribbons & DEPs					1pm copy & booking deadline (1 working day before go-live)			Campaign start date	
Sun	MON	TUES	WED	THUR	FRI	SAT	SUN	MON	
	-5	-4	-3	-2	-1			0	

- If standard copy is received after the 1pm deadline, the campaign **will be marked as 'non-compliant' & will take a minimum of 1 working day to go-live.**
- If campaigns with >5 copies are received after the deadline, we **cannot guarantee the campaign start date/time will be achieved.**
- **All campaigns delivered late will be marked as non-compliant and compensation will not be offered.**



# GLOBAL OUTDOOR DIGITAL DELIVERY INFORMATION

- **Digital site lists** are issued between 5 & 7 days before in-charge.
- **All specs** are available on the Global website: <https://global.com/outdoor/production-specs/>
- **Copy approval can take up to 5 days.** All copy for airports has to be approved by the airport.
- Full copy approval guidelines please visit: [www.global.com/wp-content/uploads/2019/09/Copy-Approval-Policy.pdf](http://www.global.com/wp-content/uploads/2019/09/Copy-Approval-Policy.pdf)
- Copy must be labelled as follows: **Format\_resolution\_live date(ddmmyy)\_campaign name.**  
Example: D48\_576x288\_211019\_CocaCola
- **Digital screen faults** can be raised directly to our operations team to [digitalfaults@global.com](mailto:digitalfaults@global.com)
- **Digital PoPs are only available on screens with a webcam** (selected D48s, D96 & LF). Webcam shots are of low quality and used as proof of play only.
- **Out of hours scheduling must be pre-approved by scheduling** and incurs an additional cost of £300 weekdays & £500 Weekends. The out of hours template must be completed

## Playout Data

- **Campaigns are monitored through Digipop**, visibility of campaign performance is available after 24hrs as it takes 24hrs for logs to update from the players.
- **DigiPoP Playout reports are available for 2 months** after the campaigns has ended. Reports after this will be provided as an overview of campaign performance and will not be able to provide granular delivery info.

