Outdoor Digital Delivery
Deadlines & Processes
MARCH 2022
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 ARTWORK DELIVERY DEADLINES**.

**5 DAYS REQUIRED FOR COPY APPROVAL.**

<table>
<thead>
<tr>
<th>Global format</th>
<th>Booking deadlines</th>
<th>Artwork final delivery deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ribbons, DEPs &amp; campaigns with &gt;5 copies</td>
<td>5 days</td>
<td>5 days</td>
</tr>
<tr>
<td>All other formats with less than 5 copies</td>
<td>1pm 1 working day before go live</td>
<td>1pm 1 working day before go live</td>
</tr>
<tr>
<td>Dynamic campaigns (deadline for test files)</td>
<td>10 days</td>
<td>10 days</td>
</tr>
<tr>
<td>Airport</td>
<td>10 days</td>
<td>10 days</td>
</tr>
</tbody>
</table>

- 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 preapproved 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

<table>
<thead>
<tr>
<th>Sun</th>
<th>MON</th>
<th>TUES</th>
<th>WED</th>
<th>THUR</th>
<th>FRI</th>
<th>SAT</th>
<th>SUN</th>
<th>MON</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>-5</td>
<td>-4</td>
<td>-3</td>
<td>-2</td>
<td>-1</td>
<td>0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- 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.
- 5 DAYS REQUIRED FOR COPY APPROVAL.
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/](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.
- 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
- **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.

**Playout Data**

- Campaigns are monitored through DigiPoP (Global Outdoor digital monitoring system), 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.