**Creative Approval SLA**: 1 working day

**Creative Submission Method**:
- Creative submission API
- Bid stream
- Email submission to DAX rep (include creative copy, deal ID and DSP creative ID)

Supported creative submission methods vary by DSP. Please check with your DAX rep

**All creatives are subject to copy approval**
General Prohibitions
• HFSS imagery on TFL sites (London Underground) & within 100m of schools
• QR codes on Roadside frames
• Motion creatives on Roadside frames
• Nudity
• Gambling within Airports
• Vaping creatives are subject to creative moderation. Please refer to official CAP guidelines when building assets [https://www.asa.org.uk/advice-online/electronic-cigarettes.html](https://www.asa.org.uk/advice-online/electronic-cigarettes.html). Nicotine content must be prominent on the advert, Ts & Cs must be legible from a reasonable distance.
• Medicines on all frames subject to creative moderation
• Cryptocurrency creatives are subject to creative moderation. Please refer to official CAP guidelines when building assets - [https://www.asa.org.uk/static/d04a14c7-b541-48b9-a7f33ef5f9aa8a5/EnforcementNoticeCryptoassetsCryptocurrencies.pdf](https://www.asa.org.uk/static/d04a14c7-b541-48b9-a7f33ef5f9aa8a5/EnforcementNoticeCryptoassetsCryptocurrencies.pdf)
• All crypto creatives must include terms and conditions along with a clear message that crypto asset investments can go down as well as up.

SLAs
• Creative moderation is subject to a 1-day SLA from time of submission
• Dynamic creative (DCO) is subject to a 5 working day SLA from submission
• A CAP referral for potentially contentious creatives can take up to 5 working days.

Frame Rates
• 30 FPS across all frames
**Best Practice**

For any potentially contentious creative, we advise sending ahead of campaign launch to programmatic.strategy@global.com for pre-approval.

For any creative categories that require default referral, we advise that these be sent to CAP by the client for sign off before coming to Global. Link to CAP submission page [https://www.asa.org.uk/advice-and-resources/bespoke-copy-advice.html](https://www.asa.org.uk/advice-and-resources/bespoke-copy-advice.html)

If sent to Global without CAP approval, the referral process can take up to 7-10 working days.

Following creative categories apply:
- Vaping/Nicotine products
- Nudity
- Alcohol
- Cryptocurrency
- Financial investment
- Political
- Inflammatory language

For any food related imagery, the client will need to provide a breakdown of nutrients per 100g of all food items included in the creative. Link to HFSS calculator [https://www.cleancalabellingredients.com/hfss-calculator/](https://www.cleancalabellingredients.com/hfss-calculator/)
These 6 resolutions give access to over 80% of our available impacts.

<table>
<thead>
<tr>
<th>Format</th>
<th>Resolution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Streethub / D6</td>
<td>1080 x 1920</td>
</tr>
<tr>
<td>D48</td>
<td>612 x 306</td>
</tr>
<tr>
<td></td>
<td>1920 x 1080</td>
</tr>
<tr>
<td>DM6</td>
<td>494 x 732</td>
</tr>
<tr>
<td>D12</td>
<td>3840 x 2160</td>
</tr>
<tr>
<td>Landmark</td>
<td>1920 x 540</td>
</tr>
</tbody>
</table>
• Format: Static Image
• File type: jpeg, png.
• Slot Length: 10 seconds
• Frame Rate: 30 FPS

80% of roadside impacts deliver against: 1080 x 1920, 612 x 306 & 494 x 732

<table>
<thead>
<tr>
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<th>Resolution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Streethub / D6</td>
<td>1080 x 1920</td>
</tr>
<tr>
<td>D48</td>
<td>612 x 306</td>
</tr>
<tr>
<td>DM6</td>
<td>494 x 732, 288x576, 1008x1920, 420x480, 240x400</td>
</tr>
<tr>
<td>D96</td>
<td>1179 x 328, 1264 x 332, 1300 x 300, 1340 x 332, 920 x 420, 1200x300, 1040x440</td>
</tr>
<tr>
<td>A-list</td>
<td>1179 x 328, 1264 x 332, 1300 x 300, 1340 x 332, 494 x 732</td>
</tr>
</tbody>
</table>

For specific frame resolutions please refer to frame list.
95% of rail & underground impacts deliver against: 1080 x 1920 & 3840 x 2160

<table>
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<tr>
<th>Format</th>
<th>Resolution</th>
</tr>
</thead>
<tbody>
<tr>
<td>D6</td>
<td>1080 x 1920</td>
</tr>
<tr>
<td>Runway</td>
<td>1080 x 1920</td>
</tr>
<tr>
<td>D12</td>
<td>3840x2160</td>
</tr>
<tr>
<td>Gateway</td>
<td>1100x600, 1120x640, 1300x700, 900x500, 940x480, 640x336, 2304x1152</td>
</tr>
</tbody>
</table>

For specific frame resolutions please refer to frame list
MSA & RETAIL

- **Format**: Static Image / Moving Creative
- **File type**: jpeg, png, MP4
- **Slot Length**: 10 seconds
- **Frame Rate**: 30 FPS
- **Max file size**: 15mb
- **Dynamic Creative Accepted**

<table>
<thead>
<tr>
<th>Format</th>
<th>Resolution</th>
</tr>
</thead>
<tbody>
<tr>
<td>D4</td>
<td>1080 x 1920</td>
</tr>
</tbody>
</table>

For specific frame resolutions please refer to frame list.
- **Format**: Static Image / Moving Creative
- **File type**: jpeg, png, MP4
- **Slot Length**: 10 seconds
- **Frame Rate**: 30 FPS
- **Max file size**: 15mb
- **Dynamic Creative Accepted**

<table>
<thead>
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<tbody>
<tr>
<td>D6</td>
<td>1080 x 1920</td>
</tr>
<tr>
<td>D48</td>
<td>1920 x 1080</td>
</tr>
</tbody>
</table>

For specific frame resolutions please refer to frame list
OFFICE & RESIDENTIAL

- **Format**: Static Image / Moving Creative
- **File type**: jpeg, png, MP4
- **Slot Length**: 10 seconds
- **Frame Rate**: 30 FPS
- **Max file size**: 15mb
- **Dynamic Creative Accepted**

<table>
<thead>
<tr>
<th>Format</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Landscape banner</td>
<td>1080 x 810</td>
</tr>
</tbody>
</table>

For specific frame resolutions please refer to frame list.
AIRPORT

- **Format**: Static Image / Moving Creative
- **File type**: jpeg, png, MP4
- **Slot Length**: 10 seconds
- **Frame Rate**: 30 FPS

- **Max file size**: 15mb
- **Dynamic Creative Accepted**

90% of airport impacts deliver against:
1080 x 1920 & 1920 x 540

For specific frame resolutions please refer to frame list.