

London Underground DEPs Spec

Digital Escalator Panels (DEPs) are a series of 23" High Definition portrait LCD screens that align both the left and right sides of main escalator runs at 16 of Central London's busiest stations

Compliance & Approvals

All artwork is subject to approval and **is required 5 days before campaign live date.**
For more details on copy approval please visit: Copy Approval Policy
If your ad contains flashing images, please take the flicker test at: www.onlineflashtest.com

Artwork Production Spec

Resolution:	1920 x 1080 pixels
Frames per Second:	25
Advert/Slot Length:	10 seconds
Supported Format:	mp4 or Jpeg

File Size: No larger than 15MB

File Name: Format_campaign name_artwork resolution_creative live date
(no spaces only under scores e.g. Global_1080x1920_080825)



Supplying Artwork

Final artwork should be supplied 5 days prior to the campaign live date
Please send artwork to Digitaldelivery@global.com
We cannot guarantee the live date of a campaign if the delivery deadlines are not met
Please see full delivery details and deadlines here: Digital Delivery Deadlines

Important: The specifications shown apply to non-programmatic activity. For programmatic campaigns, please be sure to refer to the DAX Outdoor spec pack:
DAX Outdoor specs

Additional File Delivery & Scheduling

Copy allowance: up to 5 files every 2 weeks
Out of hours scheduling: Mon - Fri £300. Sat - Sun: £500
Please see the digital delivery processes & deadlines section of the website for more details: Global

Digital Delivery

For any artwork delivery or scheduling related questions,
please contact: **Digitaldelivery@global.com**

Creative Guidelines

Find our creative guidelines here: Creative Guidelines