

Digital Gateway LU & EL Spec

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

Frames per Second: 25

Advert/Slot Length: 10 seconds
Supported Format: mp4 or Jpeg

File Size: No larger than 15MB

File Name: campaign name_artwork resolution _creative live date
(no spaces only under scores e.g. Global_1080x1920_080825)

	Station	Resolution
LU	Bank	1100 x 600 px
	Charing Cross	1120 x 640 px
	Kings Cross	1300 x 700 px
	Liverpool Street	900 x 500 px
	London Bridge	1300 x 700 px
	Waterloo	1100 x600 px
	Canary Wharf (Double Sided)	864 x 480 px
EL	Tottenham Court Road	1500 x 800 px
	Farringdon	1440 x 800 px
	Bond Street DG's (x2)	1760 x 960 px each

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

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