

Digital Runways Spec

Platform edge Full HD screens with 100% exposure, exclusive to Central London

Compliance & Approvals

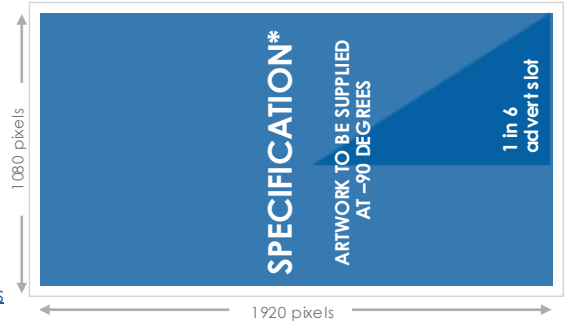
All artwork is subject to approval and **is required 5 days before campaign live date.**
For more details on copy approval please visit: Copy Approval Policy
If your ad contains flashing images, please take the flicker test at: www.onlineflashtest.com

Artwork Production Spec

Resolution: 1920 x 1080 pixels
Frames per Second: 25
Advert/Slot Length: 5 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)

***Digital Runways run 1 creative across all screens on the platform at the same time. Multiple copies can be supplied to rotate (as per standard D6) but individual copies/ creatives per screen is not possible.**

Station	Total At Each Station
Woolwich Arsenal	32 (16 per platform)
Canary Wharf	28 (14 per platform)
Whitechapel	32 (16 per platform)
Liverpool Street	26 (13 per platform)
Farringdon	32 (16 per platform)
Tottenham Court Road	28 (14 per platform)
Bond Street	28 (14 per platform)
Paddington	28 (14 per platform)



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

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

Digital Delivery

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

Creative Guidelines

Find our creative guidelines here: Creative Guidelines