

# DIGITAL LIVE SPECIFICATIONS

oh!

MAGNUM LUXE  
SALTED CARAMEL

NEW

M  
MAGNUM

LUXE  
SALTED CARAMEL

FRESH CRACKED

Salted caramel sauce

M  
MAGNUM

PLEASURE HAS  
MORE THAN ONE LAYER

# DIGITAL LIVE PORTRAIT

## Digital Live Specifications

### STATIC CONTENT ONLY

NO animation permitted on digital roadside site

Format: JPEG

Dimensions: 1080px(w) x 1920px(h)

Max File Size: 21mb

Colour Model: RGB

DPI: 72

### FILE NAMING CONVENTIONS

Files are to be named in the following format:

CLIENTNAME\_FILE#OF#\_PIXELRATIO.EXT

### CONTENT DELIVERY APPROVALS

Media deadline: 5 working days prior to display date

File transfer: Final artwork to be transferred via email to your Campaign Delivery Executive

All content is subject to oOh!'s testing controls.

All content must be static display - no animation needed. Media which fails testing will be returned to the creative agency for amendment. There are particular regulations governing some forms of advertising which require approval in writing from the relevant authority. In cases where approvals or media conformance issues require amendment to the digital media, these will be undertaken at the client's expense and oOh!® shall not be liable for any expense or delay.

**If you have any queries that are not answered in this document, please contact your Campaign Delivery Executive**

