

Entice

Landscape Digital Specifications

Specifications:

Animation - HD MPEG-4 Video

Media files should be sized to screen resolution 2732 pixels (w) x 768 pixels (h).

32:9 Landscape format.

File format is MPEG-4/H.264 AVC at 20Mbps. To be supplied as .MP4 file.

Frame rate for all media is 25 as per PAL standard.

Duration is 7 seconds.

Static Content - JPEG

JPEGs should be saved with maximum quality settings to minimize compression artefacts.

Media files should be sized to screen resolution 2732 pixels (w) x 768 pixels (h).

32:9 Landscape format.

File format is JPEG.

Files need to be saved at 72dpi.

Each static content file will be displayed for 7 seconds.

Digital Material Submission

Material is required 1 week prior to the campaign start date

Files are to be a maximum of 21MB or less

All digital files should be delivered by email or if over 10mb you can contact us for details of our transfer service.

Contact your Campaign Delivery Executive for artwork delivery address or FTP instructions.

Animated Content Production Service

Supply us with the working files for your static artwork and we will produce a high-impact, professional animation ready for display on the oOh! Digital network. Please contact your Client Services Coordinator for information and costs

Questions? Need more information?

Please contact your Campaign Delivery Executive



This format includes two multi-screen configurations – 2x1 and 4x2. Avoid putting text across the middle of your creative.

