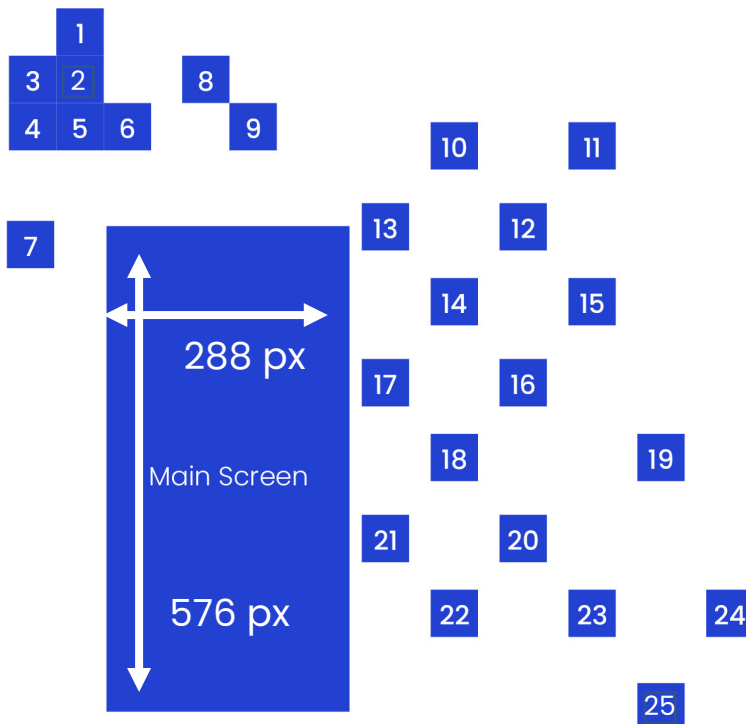




Production Specification

Old Street Digital Canvas

EC1V 1JB



Dimensions

Main Screen: 288px (w) x 576px (h)
Satellite Screens x 25: 56px (w) x 56px (h)

Satellite screens can display static images or a chosen colour to compliment the main screen content

Advert Length

10 seconds

This is our standard length. Other timings may be possible – please contact us.

Static Artwork

- RGB colour mode (CMYK files do not work)
- JPEG (jpg.) format
- 72 DPI at exact pixel size stated

File Format

Artwork needs to be supplied at exactly the stated pixel size resolution. No trim, bleed or safe area is required.

Deadlines

5 working days

Copy must be delivered 5 working days before the start date of a campaign.

File Delivery

Please check final copy has exported at the correct dimensions.

Copy must be labelled with the CAMPAIGN NAME, SCREEN NAME and START DATE.

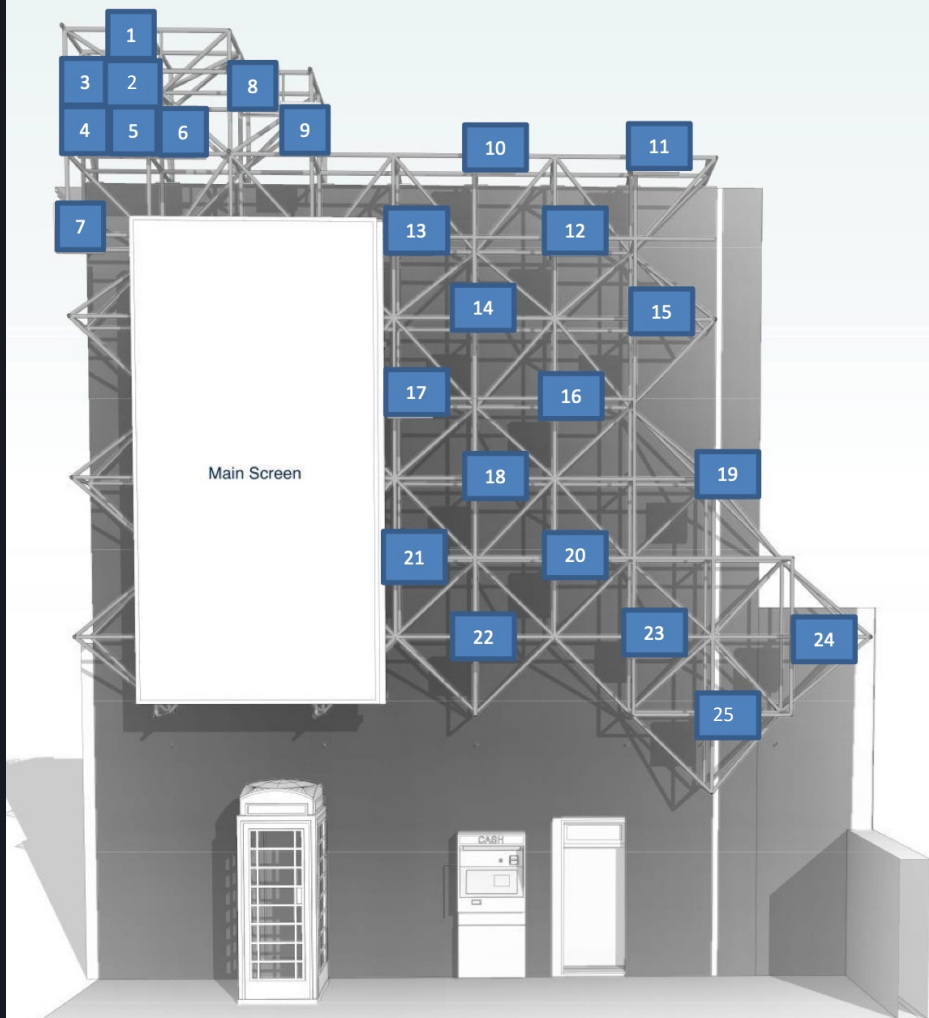
Please deliver copy to:

content@uniledsoftware.com &
veronica@cityoutdoormedia.com

Files larger than 10MB should be sent through an online transfer service like wetransfer.com

Old Street Digital Canvas

Screen Content and further information



The Old Street Digital Canvas provides a state-of-the-art opportunity to showcase digital creative. The space consists of a main 6x3 meter screen uniquely surrounded by 25 satellite screens, enabling brands to play differently with this digital canvas.

Use the screen to its full creative and think of the possibilities as endless. Different creatives can be showcased in all screens – if you would like to see more examples of how brands have used this space please contact us: hello@cityoutdoormedia.com

Dimensions

Main Screen: 288px (w) x 576px (h)
Satellite Screens x 25: 56px (w) x 56px (h)

Satellite screens can display static images or a chosen colour to compliment the main screen content

Targeted Allocation of Satellite Screens

Please allocate the JPEGs where you wish them to be placed using the plan above.

Coloured Satellite Screens

JPEGs must be supplied numbered 1-25.

Example: 1. Red, 2. Green , 3. Red

If the jpegs are not numbered 1 – 25 the files will be returned