

## IVISION

	<b>ANIMATED CONTENT</b> (recommended)	<b>STATIC CONTENT</b>
FORMAT:	QuickTime, MOV, MP4	JPEG, PNG, GIF**
SIZE:	1920 x 1080 pixels	1920 x 1080 pixels
ORIENTATION:	Portrait	Portrait
SLOT LENGTH:10 seconds*	10 seconds*	10 seconds
LOOP LENGTH:	60 seconds	60 seconds
FILE SIZE:	max 100MB	max 10MB
ENCODING:	H264	N/A
FRAME RATE:	25 fps	N/A
DATA RATE:	max 24 mbits/second	N/A
VISIBLE SURFACE:	70" Diagonal	70" Diagonal
SCREEN ASPECT RATIO:	16:9	16:9
COLOUR MODEL:	RGB	RGB
RESOLUTION:	150dpi	150dpi

\* 2 second hold on end frame recommended

\*\* Animated GIFs are not supported

### CONTENT CREATION

Content must be created in portrait format and rotated  $-90^\circ$  before submission.

Pre-supplied creative is scheduled onto the network before campaign launch. Additional scheduling after launch may incur extra scheduling costs.

Intelligent dynamic campaigns (e.g.: day part/reactive copy) may incur additional fees, net of media, to accommodate pre-launch testing and network optimisation. Please contact us for more information.

All content must conform to current statutory controls and industry (OMA/ASAI) codes. Prohibitions may apply within the retail environment.



**ARTWORK NEEDS TO BE SUPPLIED A MINIMUM OF 5 DAYS IN ADVANCE OF START OF CYCLE**

**SUBMIT ARTWORK TO: [nidigital-delivery@jcdecaux.ie](mailto:nidigital-delivery@jcdecaux.ie)** (files up to 10MB in size).

We accept larger files via WeTransfer, Hightail, Dropbox and other cloud services.