

DIGITAL MALL LED

CONTENT	ANIMATED	STATIC
FORMAT:	MOV, MP4	JPEG, PNG
SIZE:	640 (w) x 480 (h) pixels	640 (w) x 480 (h) pixels
ORIENTATION:	Landscape	Landscape
SLOT LENGTH:	10 seconds*	N/A
FILE SIZE:	max 100MB	max 10MB
ENCODING:	H264	N/A
FRAME RATE:	25 fps	N/A
DATA RATE:	max 10 mbits/second	N/A
SCREEN ASPECT RATIO:	16:9	16:9
COLOUR MODEL:	RGB	RGB
RESOLUTION:	150dpi	150dpi

* 2 second hold on the end of frame is recommended

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

SUBMIT ARTWORK TO: nidigital-delivery@jcdecaux.ie (files up to 10MB in size). Links to WeTransfer, Hightail, Dropbox and other cloud services are also accepted.

CONTENT CREATION

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/ASA) codes. Prohibitions may apply within the retail environment.