

Axis @ The Hacienda

Digital Production Specifications



Pixel Size

256 by 480 pixels

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

Acceptable Creative Types

- ✓ Full Motion
- ✓ Subtle Motion
- ✓ Static Creative

Format for Subtle Motion Creative

10 seconds, unless booked otherwise

No audio

Quicktime (.mov)

H.264 codec

25 Frames Per Second

Max Bitrate 4 MB/s Variable Bit Rate

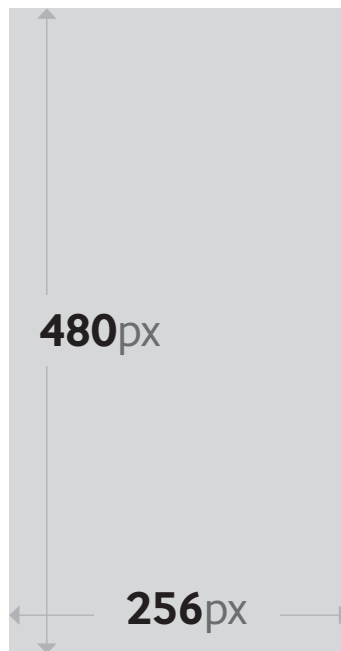
Maximum file size 25MB

Format For Static Creative

JPEG format saved at "High" or "Very High" quality

Colour Mode

RGB (True black = R.0 G.0 B.0). CMYK files will not work on our systems



Naming Convention

All files need to be named appropriately, beginning with client name and ending with the site name, "AXIS"

For example: ACME_AXIS.mov

Use only letters and numbers, no punctuation

Delivery & Contact Details

Contact John Kilfeather / Claire Bond

Email digitaldelivery@oceanoutdoor.com

Phone 020 7484 0584

Files under 10MB can be emailed directly

Files over 10MB can be delivered at
www.oceanoutdoor.com/digitaldelivery

Delivery Time

Artwork must be delivered 1 week prior to campaign launch

