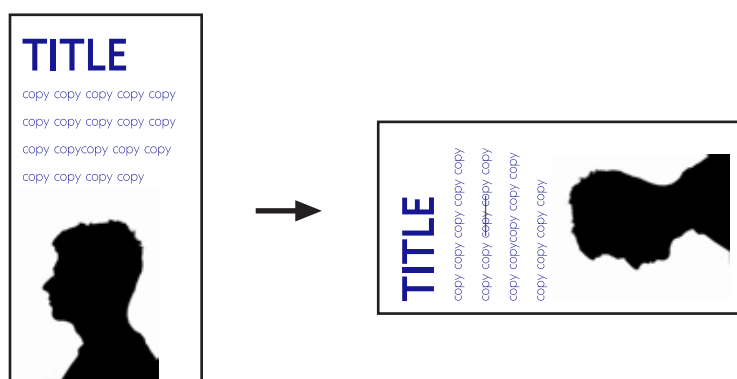


# Technical Specification Guidelines

## Digital Malls

All **portrait** screen content needs to be supplied rotated -90 degrees (anti-clockwise) as below:



Final portrait artwork  
produced 1080x1920

Artwork to be rotated -90  
degrees and encoded to  
specification 1920x1080

### Video Files:

Format Ratio: 16:9 Portrait  
Pixels: 1080 x 1920 Portrait  
Frames Per Second: 25  
File Type: Supplied as .mp4 file, encoded using H.264 codec @ 10mbs

### Static Images:

Artwork Ratio: 16:9 Portrait  
Pixels: 1080 x 1920 Portrait  
DPI: 150  
File Type: RGB  
File Format: JPG/PNG

Content must be emailed to [digitalcontent@clearchannel.co.uk](mailto:digitalcontent@clearchannel.co.uk) no less than **two full working days** prior to the proposed in-charge period to guarantee timely broadcast of the campaign. Please confirm the receipt of all delivered content, and direct any questions to [christina.zimber@clearchannel.co.uk](mailto:christina.zimber@clearchannel.co.uk) or [keith.nilsen@clearchannel.co.uk](mailto:keith.nilsen@clearchannel.co.uk)