

# Holland Park Roundabout

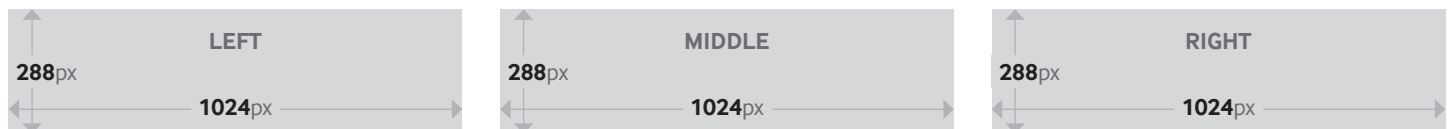
## Digital Production Specifications



### Pixel Size

3 creatives, each **1024** by **288** pixels

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



### Acceptable Creative Types

- ✓ Subtle Motion
- ✓ Static Creative

We encourage Subtle Motion but this needs to be prior approved with Ocean.

Subtle Motion allows for details of the creative to be animated slowly whilst the majority of the image stays static. Please contact us for further details and examples

### 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, then the abbreviated site name, "HPR", and ending with the position (LEFT, MIDDLE or RIGHT)

For example: ACME\_HPR\_LEFT.mov

Use only letters and numbers, no punctuation

### Delivery & Contact Details

Contact John Kilfeather / Claire Bond  
Email [digitaldelivery@oceanoutdoor.com](mailto: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](http://www.oceanoutdoor.com/digitaldelivery)

### Delivery Time

Artwork must be delivered 1 week prior to campaign launch