

# Liverpool Media Wall

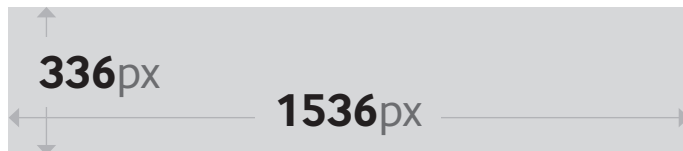
## Digital Production Specifications



### Pixel Size

**1536 by 336 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 Full or 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 abbreviated site name, "LMW"

For example: ACME\_LMW.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

