

Technical Specifications

The Manchester screen advertising production dimensions are 288px WIDE by 1,520px HIGH at TV resolution (72dpi)

Depending on the type of ad you wish to create on the Manchester Screen, please follow the relevant instructions below.

1. Still Imagery

For standard poster copy please provide high-resolution un-flattened, layered artwork. This should be sent to our FTP site (details supplied on booking); or via email.

Acceptable file formats:
PhotoShop .PSD; JPEG; GIF; TIF

2. Video/Animation

Please provide uncompressed QuickTime Movies (Version 5 or later), dimensions set to 288 pixels wide by 1,520 pixels high at TV resolution (72dpi) at 30 frames per second.

File sizes should ideally be less than 1GB and sent to our FTP site (details supplied on booking).

Notes:

- Avoid small detailed colour logos as they may bleed.
- For titles with strong contrast (i.e. white on black) use a minimum font height of 20 lines.
- For highly saturated titles, with a similar contrast, keep above 30 lines.
- If the advert must state Terms & Conditions then font heights can be minimised to the clients requirement.
- All post production must be done digitally, preferably without any compression.
- On-line digital skyscraper adverts must be re-purposed into Quicktime as stated above.

3. RSS/XML Feeds

Technical specifications for live data feeds must be dealt with on a case-by-case basis. General rules are as follows:

- 1) Content must be delivered as a self-contained Adobe Flash file, in .SWF format.
- 2) Content must have fail-safe provision for data feed errors and Internet disconnection.
- 3) Live data feeds must be accessed from the Internet via HTTP port 80 only.

Flash content providers need to be aware that the screen is physically 288px wide x 1,520px high, but is driven as a 864 x 560 display. This means any content must be folded into three columns, and care must be taken when content moves across the column boundaries. The columns are not all the same size. See below:

Column 1 = 288 x 480 pixels
Column 2 = 288 x 560 pixels
Column 3 = 288 x 480 pixels

The screen's native frame rate is 60Hz, so 15 or 30 fps would be appropriate.

4. Creative Questions

If you have any questions regarding creative matters please send these via email to james@citygateway.co.uk