

Ram Vision Asset Specs:

Option 1 – Creating your own Ad Copy

If you or an agency supply an existing advert for the mall estate (excluding Paradise Forum in Birmingham), please provide footage as 720x576 pixels (16:9 FHA, widescreen) or a still image as 1024x576 square pixels (jpeg, pdf).

If supplying ad copy for The Trafford Centre (*Manchester*) or Meadowhall (*Sheffield*), we can accept 30sec versions with audio.

If your campaign is booked across Paradise Forum (*Birmingham*), please supply your copy as 1685x576 pixels.

If your campaign is to run across our kiosk network, please supply as 745x1185 pixels (portrait), or for Ocean Terminal (*Edinburgh*) as 900x1450 pixels (portrait).

All file formats should be uncompressed quicktime or wmv files (using codec Apple animation or H264 if necessary).

Please do not supply flash files.

As a design note: please keep all text inside of a 10% border.

Option 2 – Ram Vision are producing your Ad Copy

If you are supplying assets for our studio to produce your ad, please provide the following formats:

TV footage – supply as an uncompressed quicktime or wmv

Images and logos – supply as psd, tiff, jpeg, pdf, or eps

Pre-existing print advertisement – supply as layered psd

Please supply any unusual fonts

Ad Copy can be edited in-house

Uploading Content

FTP details:

ftp://ftp.ram-vision.com

User: studio

Password: stud10

Please notify us when ad copy is posted/uploaded to site:

email: studio@ram-vision.com

tel: 020 7902 2355