

PIXOLOGY
OUTDOOR



GUIDANCE

DIGITAL AND POSTER ADVERTISING MEDIA



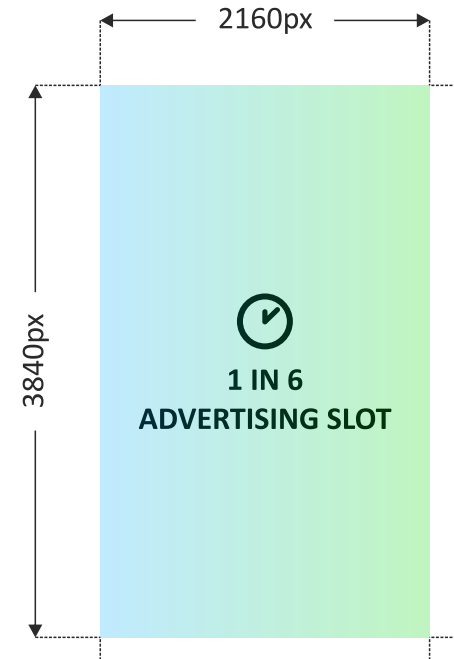
Digital File Content Creation

Your digital file should match the following criteria:

- Have a native resolution of 1080 x 1920 pixels (max: 2160 x 3840 pixels) with an aspect ratio of 9:16 (portrait). Sizes outside of this aspect ratio will induce 'letterboxing' where a black border will appear to the top/bottom or sides of the content.
- Have a file size of less than 20MB.
- Keep important information away from the edges to ensure your content will be effective as possible.
- A typical single 'slot' will be 10 seconds. Videos must be 10 seconds (or multiples of when purchasing more slots). This can differ when using programmatic digital purchasing.

See 'DIGITAL FILE FORMATS' pages for full specifications, limitations and supported formats.

Format	Recommended Resolution	Maximum Resolution
IMAGE	1080 x 1920 pixels	2160 x 3840 pixels
VIDEO	1080 x 1920 pixels	2160 x 3840 pixels



DIGITAL FILE CONTENT

APPLIES TO:
75" DIGITAL ADVERTISING
DISPLAY PORTRAIT

Final artwork should be supplied 5 working days prior to the campaign live date.

The artwork needs to be supplied with the correct file name (format_live date(ddmmyy)_campaign name).

Please send artwork to your contact within Pixology Outdoor or sales@pixologyoutdoor.com.

Files larger than 10mb should be sent through an online transfer service such as Dropbox or Google Drive.

We cannot guarantee the live date of a campaign if the delivery deadlines are not met.

All artwork is subject to approval. We strongly recommend you review our guidelines and copy approval policy fully before commencing production.

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DIGITAL FILE FORMATS RECOMMENDATIONS AND LIMITATIONS

APPLIES TO:
**75" DIGITAL ADVERTISING
DISPLAY PORTRAIT**

Recommended

- Mp4 Video files with .mp4 file extension (usually using H.264/AVC, MPEG-4 ASP or VPx codecs) and no audio track.
- AVI Video files with .avi file extension (usually using DIVX, XVID, 3ivx or FFmpeg codecs) and no audio track.
- MOV / QuickTime video files with .mov file extension (usually MPEG-4, ASP or AVC codecs) and no audio track.
- Video Resolutions up to 4K (3840 x 2160 or 2160 x 3840 pixels) - We recommend using the same resolution as most common screens native resolution (usually FHD - 1920 x 1080 or 1080 x 1920 pixels). Take note of the orientation of the advertising space you are purchasing. Most of our inventory is portrait orientation.
- Videos with progressive video frames (non-interlaced).
- HTML5 / URL media links pointing to online content (contact us for more information).
- HTML5 packages in a .zip file with index.html in the root folder (contact us for more information).
- JPG images up to 4K resolution (3840 x 2160 or 2160 x 3840 pixels) RGB colour space.
- PNG images up to 4K resolution (3840 x 2160 or 2160 x 3840 pixels) RGB colour space.

Not Recommended

- Videos longer than 60 seconds.
- Videos with a resolution smaller than 720p (or the equivalent in portrait mode).
- Videos with a bitrate higher than 25 Mbps.
- Images with a resolution lower than 1 Megapixel.
- Images with a resolution higher than 25 Megapixel.
- JPG or PNG images larger than 20 MB.
- JFIF images (JPEG File Interchange Format).
- Videos and images with exotic/experimental colour space formats.
- Videos with experimental or old and inefficient codecs (3GP, mpeg-1, mpeg-2, DV, mjpeg, realvideo, cinepak, ...).
- Interlaced videos.

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DIGITAL FILE FORMATS RECOMMENDATIONS AND LIMITATIONS

APPLIES TO:
**75" DIGITAL ADVERTISING
DISPLAY PORTRAIT**

Not Possible to Import

- Files larger than 500 MB.
- Videos with the extensions webm, ogg, ogv, wmv.
- Videos with Frame Rates higher than 30 frames per second.
- Image resolution larger than 3840 x 2160 pixels (landscape) or 2160 x 3840 pixels (portrait).
- Video resolution larger than 3840 x 2160 pixels (landscape) or 2160 x 3840 pixels (portrait).
- Irregular image formats other than 24-Bit JPG files or other formats that preserve the Alpha channel or image layers.
- GIF images / clips, PDF files.
- BMP, TIF, TGA and other exotic or old image file formats.
- Audio only files (wav, mp3, m4a, wma, flac, alac, aac, ...).
- For images we currently do not support CMYK and sRGB as a colour representation.
- Any other file format that is not mentioned in the 'Recommended' section should not be used (txt, doc, xls, ...).

Other Formats

If you have file formats not listed in our 'Recommended' section we may still be able to process these files. Please contact us to discuss this. Processing files may incur a charge but this will be discussed and agreed with you prior to any work commencing.

Questions?

If you have any questions, need support or require more information please get in touch and we will be happy to help.

Call us on 01446 795444 or email sales@pixologyoutdoor.com.

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PRINTED POSTER CONTENT

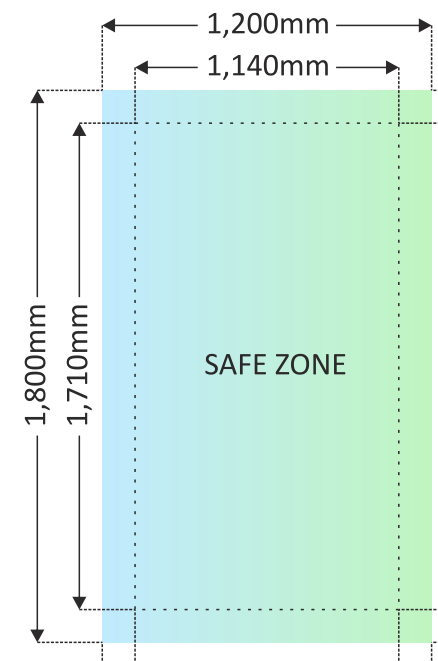
APPLIES TO:

- 6 SHEET WALL MOUNTED
- 6 SHEET FREE STANDING
- 6 SHEET COMBO DIGITAL

Content Creation

If you are providing content to be printed by Pixology Outdoor, please use the below specifications.

- Creative Dimensions: 300mm x 450mm(quarter size 25%).
- Safe copy area: 285mm x 428mm(quarter size 25%).
- DPI: 300dpi (minimum) / 450dpi (best).
- File Type: CMYK.
- File Format: High Resolution PDF.
- Text Format: Outlined vectors for upscaling.
- Printed Size (for reference): 1,200mm x 1,800mm(full size 100%).



Format	Poster Size	Safe Zone
PORTRAIT	1,200x1,800mm	1,140x1,710mm

Final artwork should be supplied 10 working days prior to the campaign live date. The artwork needs to be supplied with the correct file name (format_live date(ddmmyy)_campaign name). Please send artwork to your contact within Pixology Outdoor or sales@pixologyoutdoor.com. Files larger than 10mb should be sent through an online transfer service such as Dropbox or Google Drive. We cannot guarantee the live date of a campaign if the delivery deadlines are not met.

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PRINTED POSTER SPECIFICATION

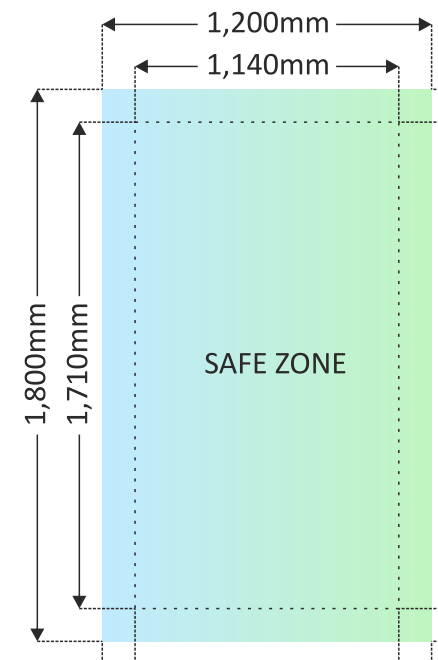
APPLIES TO:

- 6 SHEET WALL MOUNTED
- 6 SHEET FREE STANDING
- 6 SHEET COMBO DIGITAL

Print Specification

If you are printing your own ads, please follow the below guidelines.

- Full Size (Trim): 1,200mm x 1,800mm.
- Safe Copy Area: 1,140mm x 1,710mm.
- Paper Weight: 150gsm recommended.
- Spare Posters: A minimum of 10% spares is recommended.
- Delivery Deadline: 6 working days before campaign live date.
- Poster Delivery: If the number of posters being delivered to an individual depot exceeds 100 posters then the posters should be delivered flat not rolled.
- Copy Approval: Before posting can start every campaign must be submitted to Pixology Outdoor for copy approval.



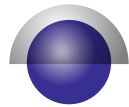
Format	Poster Size	Safe Zone
PORTRAIT	1,200x1,800mm	1,140x1,710mm

All artwork is subject to approval. We strongly recommend you review our guidelines and copy approval policy fully before commencing production.

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BSW GROUP
we cover your world

Part of the BSW Group of companies

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Email: sales@pixologyoutdoor.com
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