

## D48 DIGITAL BILLBOARD

### ARTWORK GUIDE | DIGITAL PART MOTION



### STATIC CONTENT

Dimensions 600px x 300px

DPI 72 DPI

File Type JPG

Colour RGB CMYK WILL NOT DISPLAY CORRECTLY

Bleed Not required

### PART MOTION CONTENT

Dimensions 600px x 300px

File Format MPEG4

Encoding Most standard codecs supported

Frame Rate Bitrate will vary on codec used

File Size 30mb or less

Slot Length 10 Seconds

Static content must also be provided

## 600PX

300PX

### SAFE COPY AREA: 600PX X 300PX

### ASPECT RATIO | 2:1

### ARTWORK

If you are supplying your own artwork please check the following:

#### Static Content

Files must be saved in high quality JPG format at 72 DPI and colours must be RGB. CMYK files will not display colours correctly. No bleed is required on our digital billboards.

#### Part Motion Content

MPEG4 files are accepted, please ensure that you render your files with the settings shown above.

#### Design Guidelines

**KEEP IT SIMPLE** - Small text and lots of copy will not grab the attention of your potential customer. Remember that they are driving and don't have much time to read.

**FONTS** - Fonts below 60pt are not recommended. Try to keep the type bold and always use a simple typeface (unless the font is part of the brand name or design). Serif and sans serif fonts are fine to use but consider the weight of the font - the thinner the font the harder it will be to read from a distance.

**COLOURS** - All colours are fine, sometimes bold background colours can help you grab the attention of a customer.

**CONTENT** - You have to get your message across in a few seconds, the most people need to know is:

- Your company name/logo/brand.
- Your product, service or impression of what you do (use an image if you can). If you have several things to say, leave them until next time and just pick the strongest.
- Your location. Don't worry too much about contact details, nobody is going to remember them as they drive past your poster.
- Your offer - Why the customer should visit your store/website etc.

**IMAGERY** - Always use a strong, bold, eye-catching image to grab and hold attention, the content of the ad will come second.

If you would like us to design your artwork:

- A brief idea of how you would like your advert to look or what you would like it to say.
- Logo in vector format if possible (PDF, EPS or AI).
- Your message / offer (shorter and simpler the better).
- Any image(s) required (higher resolution the better) These can be sent to us via wetransfer.com.
- Any specific details that are used within your current marketing or brand guidelines
- Any contact details required.

### CREATIVE CONSIDERATIONS

Adverts must not distract any motor vehicle or pedestrian through contrasting content or use of traffic signs/lights. Subtle animation is permitted. Please refer to the Video Creative Guidelines for further guidance on subtle animation. Standard slot length: 10 seconds (unless agreed otherwise) Screens do not emit sound.

#### Content prohibitions may apply to selected screens.

Please contact 75 Media at least 7 days in advance if you intend to include any of the following categories so that we can confirm appropriate screens:

Sweets, Fast Food & other HFSS products  
Alcohol  
Tobacco/Vapes  
Guns  
Swimwear/underwear  
Politics

Advertisers have the responsibility of conforming to the ASA & CAP regulations, including notifying if the NP score means that a product is classed as HFSS.

All content must comply with our Terms and Conditions.