


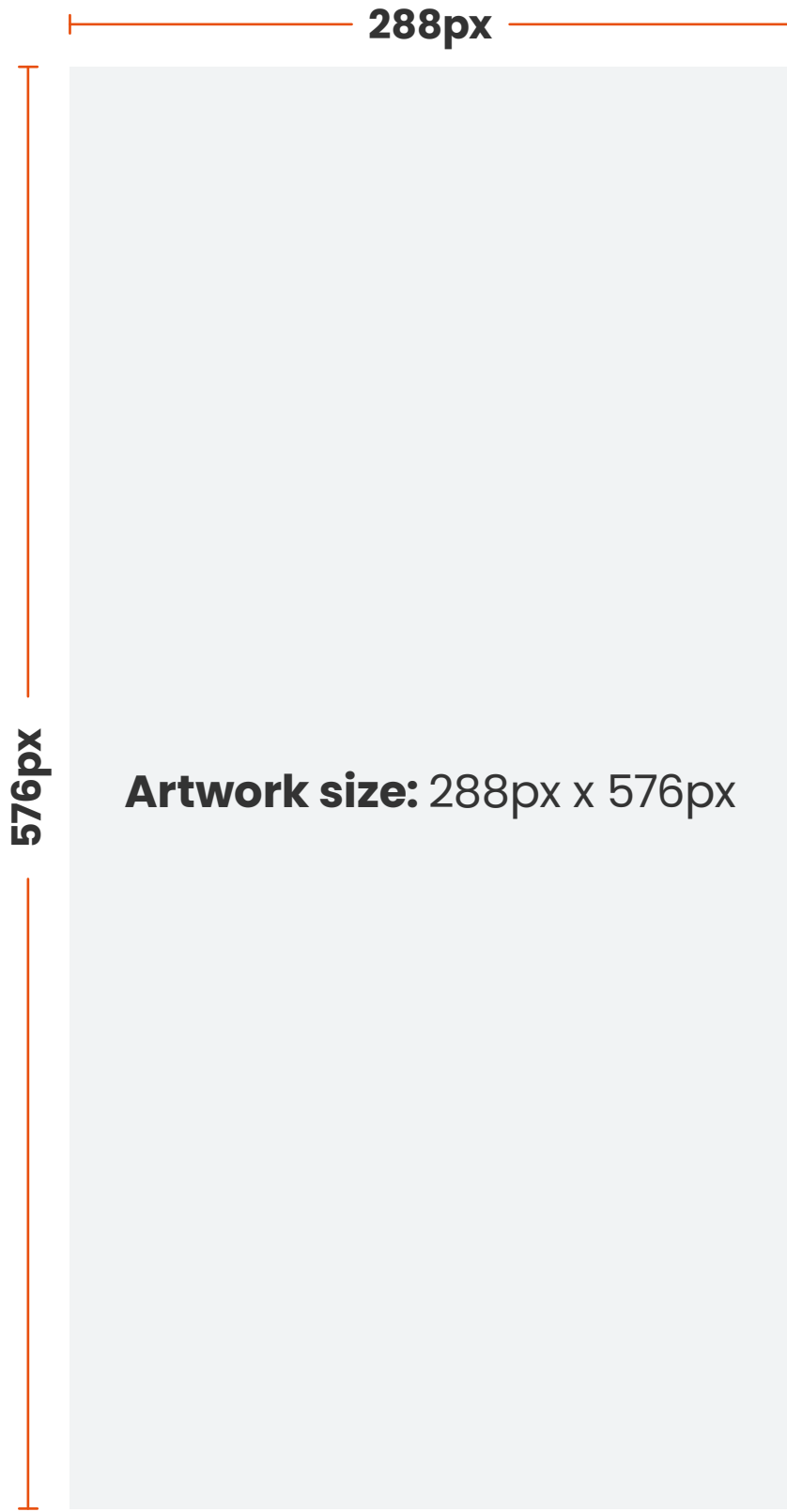
Edgware Road, London Artwork Guide



 **Panel:** D48 Portrait

 **Format:** Digital, Part Motion

Artwork Requirements

Dimensions: 288px x 576px**Colour:** RGB (CMYK will not display correctly)**File type:** JPEG**Bleed:** Not required**DPI:** 72 DPI**Quality:** High/Maximum**Motion content:** Static only**Scale:** Save at 100% (432px x 648px)Please email artwork as a **JPEG** to artwork@75media.co.ukFiles under 10MB can be emailed directly, files over 10MB can be sent via [wetransfer.com](https://www.wetransfer.com)

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.

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

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 you will need to provide the following:

- 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](https://www.wetransfer.com) if they are over 10mb
- Any specific fonts 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.

If animation is permitted, please refer to our Artwork Creative Guidelines for further guidance on subtle animation. Screens do not emit sound.

Content prohibitions may apply to selected screens.

Please contact 75Media at least 7 days in advance if you intend to include any of the following categories (please note, we will not accept campaigns that denote violence or discrimination)

Sweets, Fast Food & other HFSS products
Alcohol
Tobacco/Vapes
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.