



## Digital production specifications

### Pixel size

Artwork should be supplied at exact size shown, with no trim, no bleed or safe-area.

### File name

Please label file with full campaign title/name.

### File format

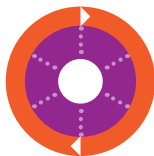
Files must be supplied in JPEG (RGB) format for static display, or .mov file for Dynamic Digital/ Full Animation. CMYK not accepted.

### Loop

60 seconds/6 x 10 seconds slots.

### Animation file formats

- H.264 codec
- 10s duration
- 25 Frames Per Second
- Max Bitrate 4 MB/s
- Variable Bit Rate
- Maximum file size 25MB



### Digital creative types

- Dynamic Digital
- Full Animation
- Static Digital

### Colour mode

- **RGB** – CMYK not accepted
- It is preferable to use bold and contrasting colours with full shades as they look better on LED displays
- Large and legible fonts – minimum pixel height for text 5 pixels
- No gradients

### Artwork

- Email to: [content.maxxmedia@uniledsolutions.com](mailto:content.maxxmedia@uniledsolutions.com)

Please allow at least 4 clear working days prior to in-charge.

For further information please call: 02380 255 093  
or email to: [content.maxxmedia@uniledsolutions.com](mailto:content.maxxmedia@uniledsolutions.com)