



CARDIFF LIGHTS

400 pixels (H) x 800 pixels (W)
72dpi – 300dpi



Cardiff Lights, Newport Road jnc Glossop Road & City Road

- PIXEL SIZE** Artwork should be supplied at exact size shown, with no trim, no bleed or safe-area.
- FILE NAME** Please label the file with full campaign title/name.
- FILE FORMAT** Files must be supplied in JPEG (RGB) format for static display, or .MP4 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.brysa@maxxmedia.co.uk
Please allow at least 4 clear working days prior to in-charge.

For further information please call: 02380 255 093
or email: team@maxxmedia.co.uk