



Reading Lights, Station Approach, Station Road, Reading, RG1 1LZ



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