



M1 HIGHWAY/BARLOWORLD

Large Format Digital

4.5m X 18m

SPEC SHEET

Large Format Digital

(4.5m x18m)



ARTWORK SPECIFICATIONS

ANIMATED ARTWORK		STATIC ARTWORK	
Dimensions:	1792 x 480 pixels landscape	Dimensions:	17.92 x 4800 meters landscape
Resolution:	72 dpi	Resolution:	300 dpi
Durations:	*15 Seconds	File format:	jpg, psd, pdf
Frame rate:	25 fps	Bleed:	200
Pixel Aspect:	Square Pixels		
Bitrate:	5000-10000 kbps		
File format:	mp4, mov		

We accept artwork in a Mac file on CD or DVD, Dropbox, WeTransfer, email or a One Drive link, provided that it meets with below criteria.

Scan, logo's, fonts & final documents in any of the following design files:

Freehand | Illustrator | Adobe Photoshop | InDesign

Still Files –High Resolution, full colour RGB (including 200mm bleed right around with crop marks).

Video Files – No Animation allowed on Highway Digital Billboards, only static designs.

Please ensure that all campaign contracts are booked through your sales representative.

For all production related queries please contact: **Samantha Lyon**

✉ samantha.lyon@jcdecaux.com

☎ 072 679 2992

💻 jcdecauxafrica.com



THANK YOU

Please request scheduling instructions at least 24 hours ahead of desired time of flighting.

DIGITAL CREATIVE LEAD TIMES:

Resizing and / or reformatting of digital creative: **1-2 working days.**

Adaption of existing digital creative: **2-3 working days.**

Generation of new digital creative: **4-5 working days.**