

Roadside Digital 4m X 10m

SPEC SHEET



Roadside Digital

(4m x 10m)



ARTWORK SPECIFICATIONS

ANIMATED ARTWORK		STATIC ARTWORK	
Dimensions:	960 x 384 pixels landscape	Dimensions:	960 x 384 pixels landscape
Resolution:	72 dpi	Resolution:	72 dpi
Durations:	*10 Seconds	File format:	jpg, psd, pdf
Frame rate:	25 fps		
Pixel Aspect:	Square Pixels		
Bitrate:	2000-5000 kbps		
File format:	mp4, mov		

* Important: ONLY 30 second static creatives are permitted in Cape Town.

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



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.**

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

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