

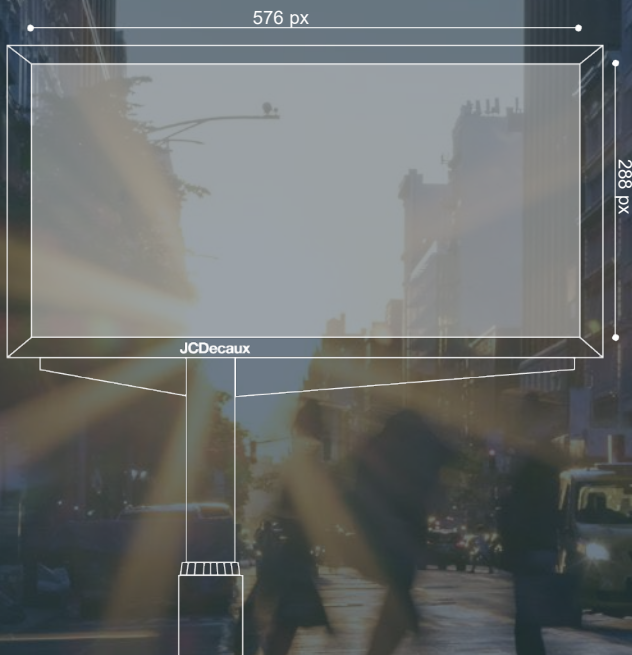
Roadside Digital 3m X 6m

SPEC SHEET



Roadside Digital

(3m x 6m)



ARTWORK SPECIFICATIONS

ANIMATED ARTWORK		NON-ANIMATED ARTWORK CAPE TOWN ONLY	
Dimensions:	576 x 288 pixels landscape	Dimensions:	576 x 288 pixels landscape
Resolution:	72 dpi	Resolution:	72 dpi
Durations:	10 or 15 Seconds Animated	Duration:	10 or 15 Second Static Image
Frame rate:	25 fps	Frame rate:	25 fps
Pixel Aspect:	Square Pixels	Pixel Aspect:	Square Pixels
Bitrate:	2000-5000 kbps	Bitrate:	2000-5000 kbps
File format:	mp4, mov	File format:	mp4, mov, jpg, psd

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.**