



Roadside Digital Material Specifications

3x6 Various Sites
South Africa

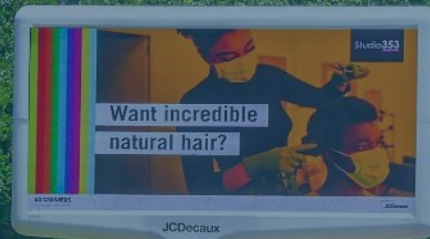
Various Sites - ROADSIDE DIGITAL

(576px x 288px)



ARTWORK SPECIFICATIONS

ANIMATED ARTWORK		Cape Town - STATIC ARTWORK ONLY	
Dimensions:	576 x 288 pixels landscape	Dimensions:	576 x 288 pixels landscape
Resolution:	72 dpi	Resolution:	72 dpi
Duration:	10 Seconds	Duration:	30 Seconds
Frame rate:	25 fps	File format:	MP4, JPEG
Pixel Aspect:	Square Pixels		NO ANIMATION ALLOWED
Bitrate:	2000-5000 kbps		
File format:	MP4, JPEG		



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.**