

# A38 Birmingham Flyover

## Digital artwork specifications



### Artwork specs

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**864 pixels wide x 432 pixels high**

Artwork must be created to the exact stated pixel resolution. No trim or bleed is required.

#### **Static** display type

Only image files are accepted on this screen. Definitions of display types can be found at [elonex.com/creativeguidelines](http://elonex.com/creativeguidelines)

**10 second** duration

Our standard advert duration.

### File formats

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**.JPG** or **.PNG** files accepted only

Minimum 72 DPI. RGB colour mode.  
Max file size of 25 MB.

### Deadlines

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Final artwork must be submitted  
**5 working days** before the start date

Design briefs must be provided no less than 14 working days before the start date.

### File naming

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**A38-ClientName.fileformat**

If specific day parting/advert playback is required, please label your files accordingly.

### Delivery & contact

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For queries and delivery please  
**email:** [creative@elonex.com](mailto:creative@elonex.com)  
**(Please CC your account handler)**  
**or call:** 0871 222 3456

Files can also be sent via [WeTransfer.com](http://WeTransfer.com)

## New to digital out of home?

For tips on creating artwork and making the most out of your campaign, visit [elonex.com/creativeguidelines](http://elonex.com/creativeguidelines)

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