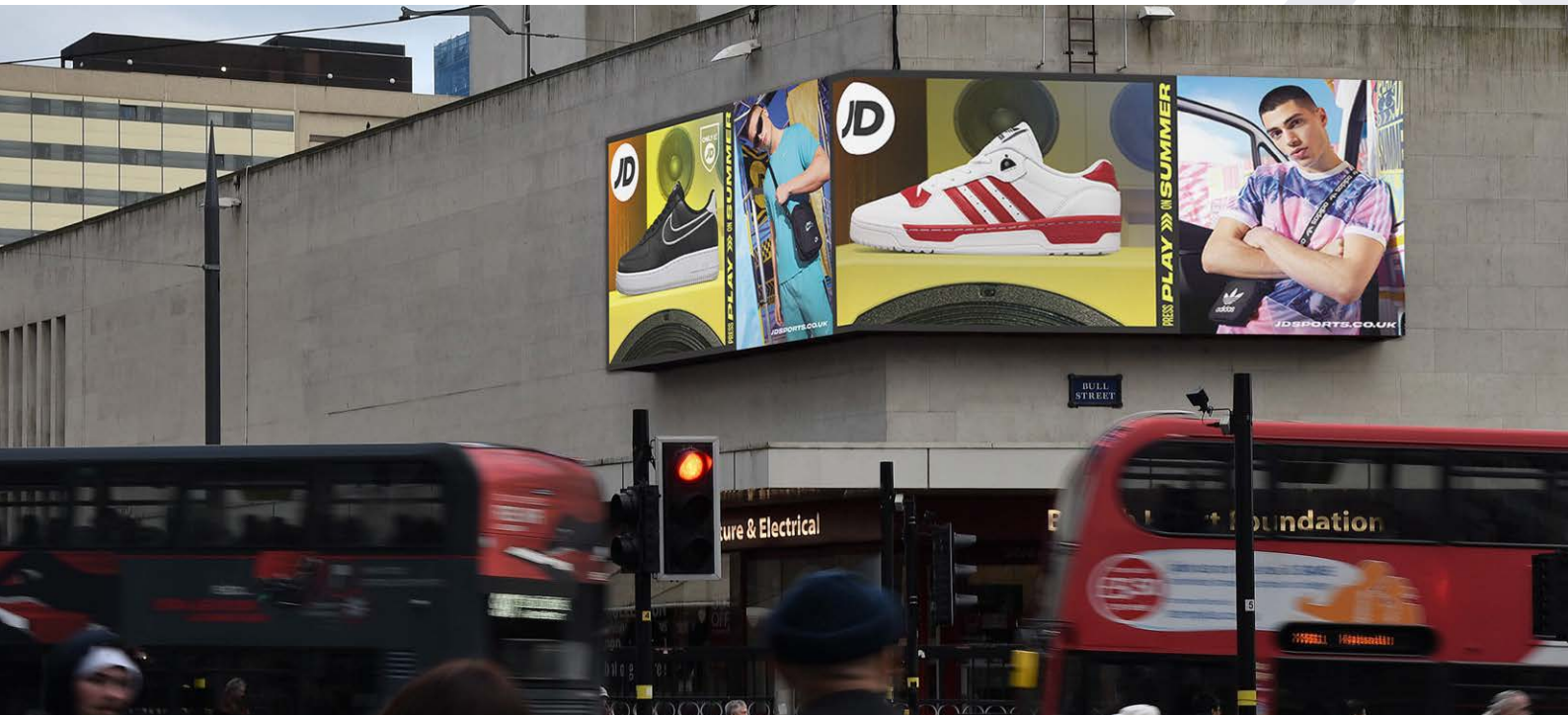


# Birmingham Lights

## Digital artwork specifications



### Artwork specs

**1760 pixels wide x 440 pixels high**  
(Break point at **880 pixels wide x 440 pixels high**)

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

#### **Subtle motion** display type

Image or video 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

#### **.JPG** or **.PNG** for static artwork

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

#### **.MP4** for video artwork

25 FPS. No audio. Max size 25 MB.

### Deadlines

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

#### **BhamLights-ClientName.fileformat**

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

### Delivery & contact

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)

**ELONEX**