

# Humberstone 48

## Digital artwork specifications



### Artwork specs

---

**720 pixels wide x 360 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

---

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

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

---

**Humberstone-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**<sup>™</sup>