

# Merry Hill Internal

## Digital artwork specifications



### Artwork specs

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#### **1920 pixels wide x 1080 pixels high**

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

#### **Full 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

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#### **.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

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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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#### **MerryHillInt-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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