

# Coventry CV1 Butts Road D48 (Inbound & Outbound)

## Digital screen artwork specifications



### Artwork specs

#### **900 pixels wide x 450 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

#### **ButtsRoad-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 manager)**  
**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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