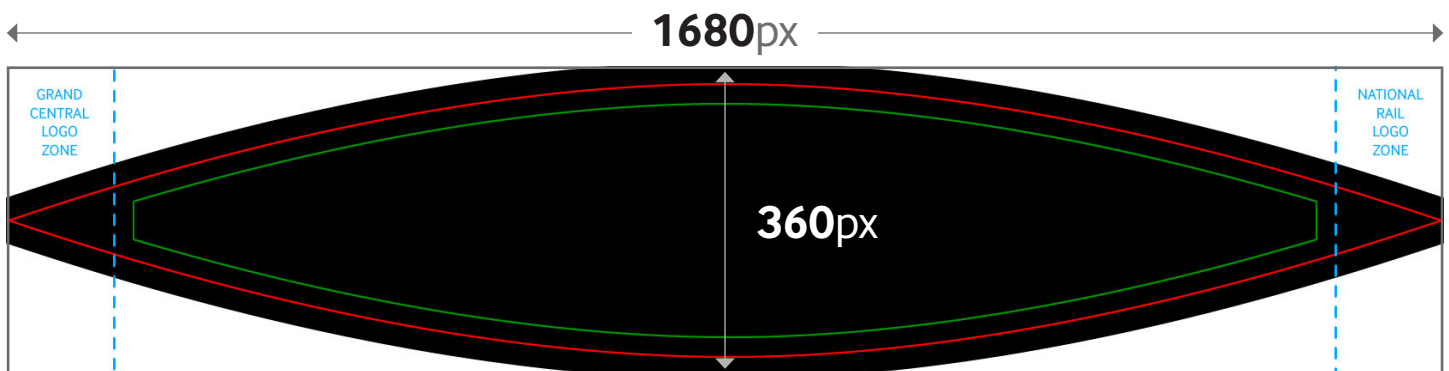


# Birmingham Media Eyes (South East, Plaza)

## Digital Production Specifications



### Pixel Sizes

## 1680 by 360 pixels

Because of the unique shapes of The Eyes Screens, extra care must be taken when producing content to fit correctly. Artwork must be supplied at the full rectangular pixel size stated above, but adhering to the following guidelines.

On the image above:

- The **Red line** shows "trim" area - the approximate edge of the visible screen.
- The **Black area** shows the "bleed" which may be visible so should be filled with the colour / imagery of your design.
- The **Green area** shows the "safe" area where all copy, logos etc should lie within.
- The **Blue areas** mark the logo zones, which are 2 metres wide from the left and right edges. Occasionally National Rail and Grand Central logos are overlaid (on white) onto these zones therefore no vital content should sit within these areas as it may be covered by the logos.

A Photoshop template of these guidelines is available on request.

### Acceptable Creative Types

✓ Full Motion      ✓ Subtle Motion      ✓ Static Creative

Definitions of creative types, along with DOOH creative guidelines can be found at [www.oceanoutdoor.com/creativity](http://www.oceanoutdoor.com/creativity).

### Format for Static Creative

- JPEG format saved at "High" or "Very High" quality
- RGB colour mode – CMYK files will not work on our systems
- 72 DPI at exact pixel size stated above

### Format for Full or Subtle Motion Creative

- Quicktime (.mov)
- 10 seconds (unless otherwise instructed)
- H.264 codec
- 25 frames per second
- Guide Bitrate 4,000kbps
- Maximum file size 25MB
- No audio

### Delivery & Production Enquiries

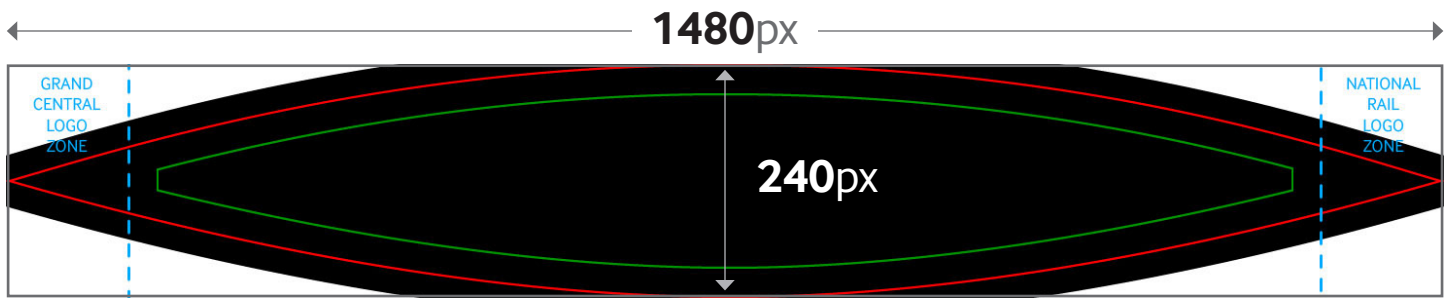
Email [digitaldelivery@oceanoutdoor.com](mailto:digitaldelivery@oceanoutdoor.com)  
Phone **020 7292 6150**

Files under 10MB can be emailed directly, files over 10MB can be uploaded at [www.oceanoutdoor.com/digitaldelivery](http://www.oceanoutdoor.com/digitaldelivery)

Artwork needs to be delivered **5 days prior to campaign launch**

# Birmingham Media Eyes (South, Hill Street)

## Digital Production Specifications



### Pixel Sizes

## 1480 by 240 pixels

Because of the unique shapes of The Eyes Screens, extra care must be taken when producing content to fit correctly. Artwork must be supplied at the full rectangular pixel size stated above, but adhering to the following guidelines.

On the image above:

- The **Red line** shows "trim" area - the approximate edge of the visible screen.
- The **Black area** shows the "bleed" which may be visible so should be filled with the colour / imagery of your design.
- The **Green area** shows the "safe" area where all copy, logos etc should lie within.
- The **Blue areas** mark the logo zones, which are 2 metres wide from the left and right edges. Occasionally National Rail and Grand Central logos are overlaid (on white) onto these zones therefore no vital content should sit within these areas as it may be covered by the logos.

A Photoshop template of these guidelines is available on request.

### Acceptable Creative Types

✓ Full Motion      ✓ Subtle Motion      ✓ Static Creative

Definitions of creative types, along with DOOH creative guidelines can be found at [www.oceanoutdoor.com/creativity](http://www.oceanoutdoor.com/creativity).

### Format for Static Creative

- JPEG format saved at "High" or "Very High" quality
- RGB colour mode – CMYK files will not work on our systems
- 72 DPI at exact pixel size stated above

### Format for Full or Subtle Motion Creative

- Quicktime (.mov)
- 10 seconds (unless otherwise instructed)
- H.264 codec
- 25 frames per second
- Guide Bitrate 4,000kbps
- Maximum file size 25MB
- No audio

### Delivery & Production Enquiries

Email [digitaldelivery@oceanoutdoor.com](mailto:digitaldelivery@oceanoutdoor.com)  
Phone **020 7292 6150**

Files under 10MB can be emailed directly, files over 10MB can be uploaded at [www.oceanoutdoor.com/digitaldelivery](http://www.oceanoutdoor.com/digitaldelivery)

Artwork needs to be delivered **5 days prior to campaign launch**