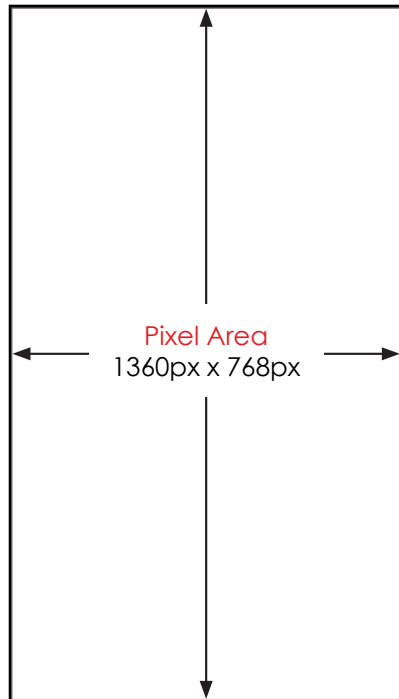


Gatwick Airport - Artwork Specification Sheet

1360px x 768px



Artwork information

Dimensions	1360 x 768px
Max File Size	20mb
Image Resolution	72dpi
Loop Length	10 in 60 seconds
File Formats	Static – JPG, PNG & GIF Animations – HTML5 & SWF Video – AVI, MP4, WMV & MOV

Digital Artwork Delivery

Primesight have integrated with Specler to manage the receipt, specification, confirmation and storage of all artwork required for our digital displays.

Please send to:

<http://specler.net/uk/primesight>



Please note:

You are responsible for making sure that all text is legible and that the artwork fits within the space that it is designed for.

We will assume that you are happy with the quality of the artwork before you send it to us.

ARTWORK DEADLINE: 5 WORKING DAYS PRIOR TO GOING LIVE.

Approval time may be longer if initial artwork is not approved by the landlord.

For Dynamic Content Deadlines please contact your Primesight Account Manager for details.

London Office:

Primesight Ltd, The Met Building, 22 Percy Street, London W1T 2BU
Telephone: 020 7908 4300 Email: mail@primesight.co.uk

Creative Opportunity

There are three main ways of using the format:

1. Creating a single video file, which displays the same content simultaneously on all screens.
2. Creating multiple video files which are scheduled to play separately, in sync or individually.
3. Video files can also be scheduled to play on rotation, or by day part/day of the week.

Resolution & Rotation All content to be rotated anti-clockwise 90°
At a resolution of 1920x180

