

DIGITAL SCREEN SPECIFICATIONS

Specifications and creation

These are the technical specifications of our screens to help you create the best possible campaign. If you are not able to adjust your campaign materials into the right specification, our creative studio is always willing to help (and tailor) you by creating a great campaign. Besides that, we are also capable of building new campaigns for you, if needed.

Screen sizes and resolutions

Our portfolio consist of more than 170 digital and conventional screens with various resolutions. By adjusting your campaign to the right specifications you can get the best out of your campaign on every screen. Follow the specifications below. If you need any help contact us via the Account manager

Size code 10699-2

Delivery specification



Artwork movie specifications

✉	RESOLUTION	720 X 576 PIXELS
📄	FORMAT	MP4
🕒	DURATION	6 SECONDS
📏	PX ASPECT RATIO	SQUARE PIXELS
📺	FPS	25 FPS
📶	BITRATE	3000 KBPS

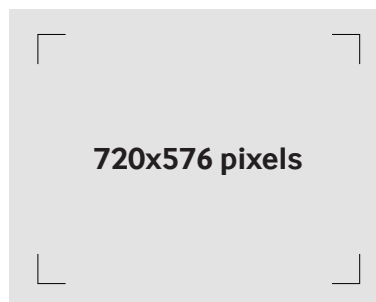
Video (full motion) is not allowed along highways!

Artwork stills specifications

✉	RESOLUTION	720 X 576 PIXELS
📄	FORMAT	PNG, JPEG
📄	FILE SIZE	3 MB
📏	DPI	72

- Use colours based on True Colour (RGB).
- Do not use any scannable object in the layout.
- Use contrasting colours: light letters on dark background is more legible than dark letters on a light background.
- No colour combinations / designs that look like traffic signs or traffic signals
- Use up to 8 words.
- Transparency is not supported.
- Size of the animation may not exceed 15% of the total image.

Artwork measurements



Delivery of artwork

- ✉ Send content 7 days before the start of the campaign via WeTransfer to planning@oceanoutdoor.nl