

SINGLE-SIDED DIGIVAN ARTWORK SPECIFICATION



**MOBILE
MEDIA**

ARTWORK & DELIVERY SPECIFICATION

Please prepare artwork in 1,920 x 1,080 pixels, with an aspect ratio of 16:9. Ensure that all artwork is provided in RGB. All submitted artwork must be under a 2GB file limit.

Supported Creative Formats

MP4 (with or without audio embedded)
PNG

If you require multiple still images, please deliver this as a looped video file with still duration pre-decided. For out-of-home use, we recommend but are not limited to 8-12 seconds depending on copy.

Please reach out to artwork@mobilemedia.co.uk for any queries.



ARTWORK BEST PRACTICE

For maximum legibility please avoid light pastel based colour backgrounds, small text sizes, and thin font styles. To increase impact, consider using dynamic video content.

For event support or stationary campaigns, we recommend using QR codes and AR functionality. Ensure QR codes are a minimum of 175px by 175px to guarantee a 100% scan success rate.

Production assistance services are available upon request through your sales contact.

Please deliver artwork to artwork@mobilemedia.co.uk at least 7 working days prior to your campaign start date.

Being unsuccessful in delivering correct artwork by this date may result in a delayed or cancelled campaign.



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THANK YOU