

THE EDGE DIGIVAN

ARTWORK

SPECIFICATION



MOBILE
MEDIA

ARTWORK & DELIVERY SPECIFICATION

1. Create two artwork side panels in 2,048 (w) x 1,024 (h) pixels, with an aspect ratio of 2:1
2. Create one artwork rear panel in 1,024 (w) x 1,024 (h) pixels, with an aspect ratio of 1:1
3. Prepare all three artwork panels into a final composition of 3,072 (w) x 2,048 (h) pixels. Using the reference image as a guide, or by inputting your selected artwork into the creative templates in the following link [here](#).
4. Ensure artwork is under 2GB file limit before submission

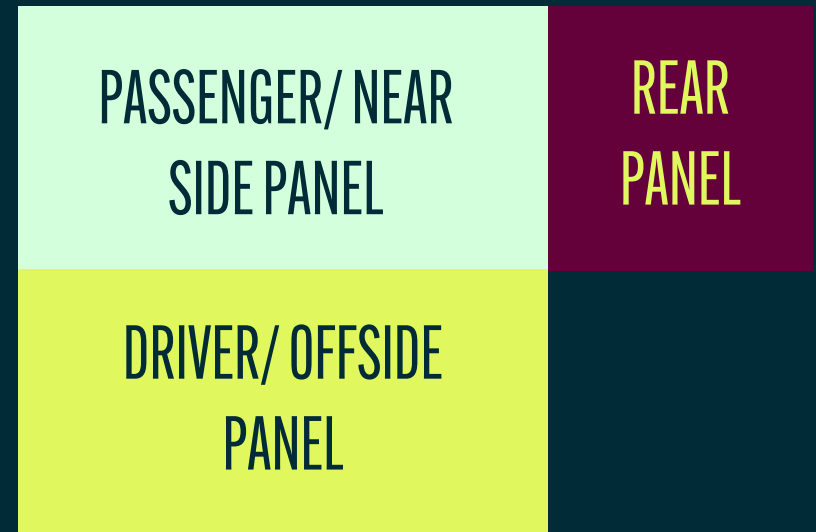
Supported Creative Formats:

MP4 (30 fps, with or without audio embedded)

PNG

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.



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.

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.

For event support or stationary campaigns, we recommend using QR codes and AR functionality. Ensure QR codes are a minimum of 200px by 200px to guarantee a 100% scan success rate.

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

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



MOBILE MEDIA

THANK YOU