

## TESCO DIGISCREEN

CONTENT	ANIMATED	STATIC
FORMAT:	MOV, MP4	JPEG, PNG
SIZE:	1080 (w) x 1920 (h) pixels*	1080 (w) x 1920 (h) pixels*
ORIENTATION:	Portrait	Portrait
SLOT LENGTH:	10 seconds**	N/A
FILE SIZE:	max 100MB	max 10MB
ENCODING:	H264	N/A
FRAME RATE:	25fps	N/A
DATA RATE:	max 24 mbits/second	N/A
SCREEN ASPECT RATIO:	16:9	16:9
COLOUR MODEL:	RGB	RGB
RESOLUTION:	150dpi	150dpi

\*\* 2 second hold on the end of frame is recommended

**\*NB: Content must be created in portrait format and rotated -90° before submission (See next page)**

**ARTWORK NEEDS TO BE SUPPLIED A MINIMUM OF 5 DAYS IN ADVANCE OF START OF CYCLE**

**SUBMIT ARTWORK TO: [digital-delivery@jcdecaux.ie](mailto:digital-delivery@jcdecaux.ie)** (files up to 10MB in size). Links to WeTransfer, Hightail, Dropbox and other cloud services are also accepted.

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### CONTENT CREATION

- Content must be created in portrait format and **rotated -90°** before submission.
- Pre-supplied creative is scheduled onto the network before campaign launch. Additional scheduling after launch may incur extra scheduling costs.
- Intelligent dynamic campaigns (e.g.: day part/reactive copy) may incur additional fees, net of media, to accommodate pre-launch testing and network optimisation. Please contact us for more information.
- All content must conform to current statutory controls and industry (OMA/ASAI) codes.
- Prohibitions may apply within the retail environment.

