

## TESCO DIGISCREEN

CONTENT	STATIC	ANIMATED
FORMAT:	JPEG, PNG, GIF*	Quicktime, MOV, MP4
SIZE:	1080 (w) x 1920 (h) pixels	1080 (w) x 1920 (h) pixels
ORIENTATION:	Portrait	Portrait
SLOT LENGTH:	10 seconds	10 seconds*
LOOP LENGTH:	60 seconds	60 seconds
FILE SIZE:	max 10MB	max 100MB
SCREEN ASPECT RATIO:	16:9	16:9
Colour Model:	RGB	RGB
RESOLUTION:	150dpi	150dpi

\* Animated GIFs are not supported

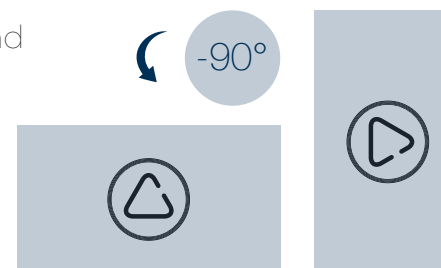
\* 2 second hold on the end of frame is recommended

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

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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.
- Content must conform to current statutory controls and industry (OMA/ASAI) codes.



### CONTENT SUBMISSION

- File naming: Campaign\_TescoDigiscreen\_in-charge date (YYMMDD)  
e.g.: JCDecaux\_TescoDigiscreen\_180125
- Use ONLY letters and numbers with NO spacing.

**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).

In the event that your file is larger than 10MB it can be sent via WeTransfer, Hightail, Dropbox and other cloud services.