

Digital 96 Billboard - Artwork Specification



Artwork Specifications

Pixel Dimensions:	1728 x 432 pixels
	1024 x 256 pixels
	1216 x 288 pixels
	1200 x 320 pixels
File Format:	Uncompressed JPG, 72 DPI
Colour Mode:	RGB (CMYK will not display correctly)
File Size:	Up to 5MB
File Name:	SiteType_LiveDate_CampaignName

Compliance & Approvals

All artwork is subjected to approval.
Please send all completed artwork to artwork@exciteooh.com.

If you have any concerns when preparing your copy, the Committee of Advertising Practice (CAP) Copy Advice team offers free, fast and confidential advice. It's available over the telephone, 020 7492 2100, or via the ASA and CAP website at www.asa.org.uk.