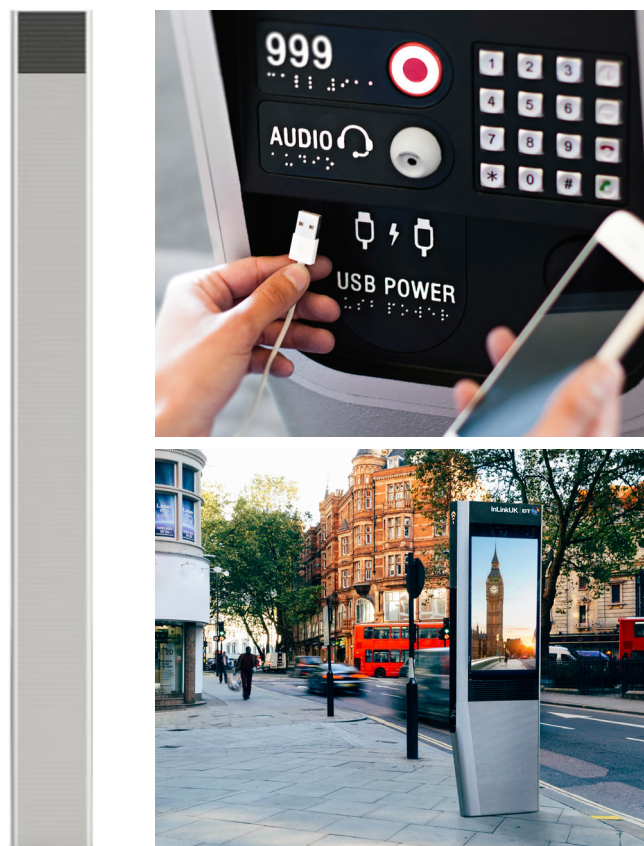
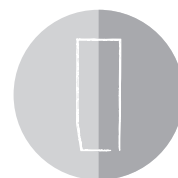


# InLinkUK

Specification Sheet - Digital screens (55")



## Artwork information

**Ad Dimensions** 1080 x 1920; 9:16 (portrait)

**Screen Size** 27" (w) x 47.5 (h) (55" across)

**Ad Length** 10 seconds

**Static Format** .jpg, .png (72dpi) RGB

We are able to support HTML5 content to create dynamic functionality. The technical requirements are:

- file provided as a .zip archive
- have an index.html file in the root directory
- have all necessary assets (e.g images, fonts) included in the package
- Assets must be static files

### Dynamic Content

If Primesight's digital creative team is assisting dynamic content creation, required assets may include:

- valid data feed (XML, RSS, JSON, etc.)
- original layered artwork (illustrator, Photoshop, Indesign, etc.) or template with defined dynamic region
- font file(s)

**Dynamic campaign must be requested and confirmed at the time of booking**

### Deadlines

**Static:** 5 working days prior to in charge  
**Dynamic:** 2 weeks before in charge