

### Linear content

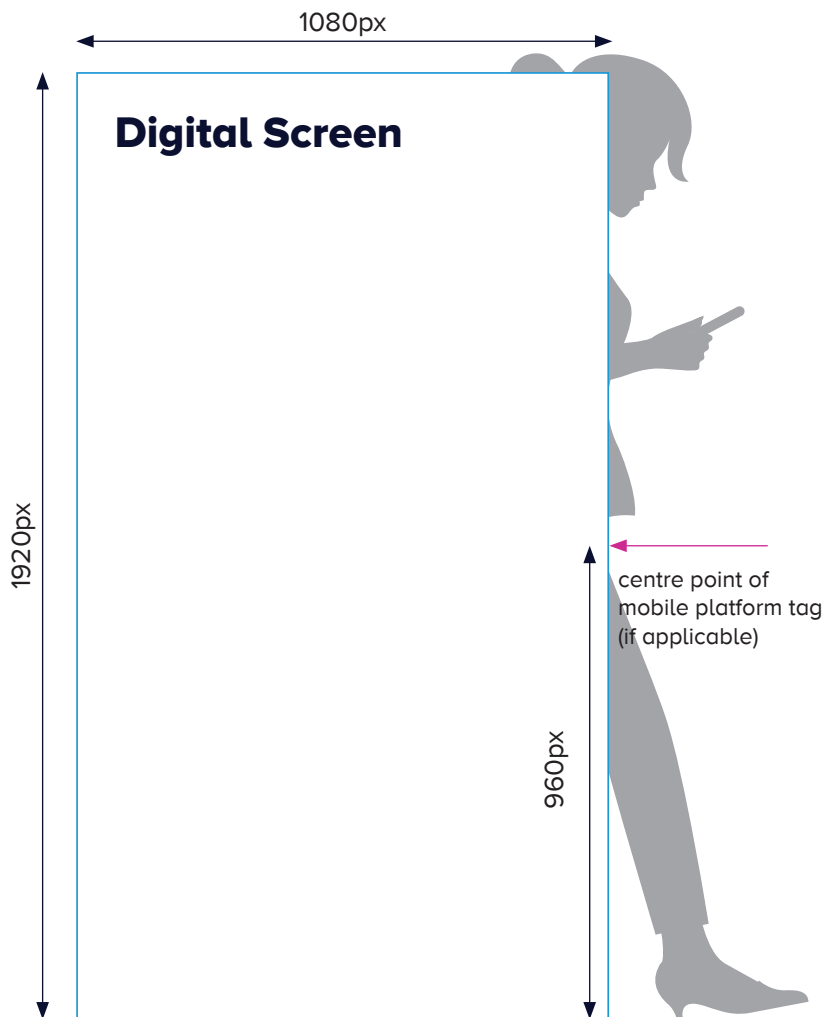
#### Static content:

**Size:** 1080px x 1920px portrait  
**File Format:** JPEG (RGB)  
**DPI:** 150dpi  
**Format Ratio:** 16:9 Portrait

#### Motion content:

**File Formats:** SWF (10.2 or below), MPEG4, MOV  
**Encoding:** H264  
**Frame Rate:** 25fps  
**Bitrate:** 8mbit/s  
**File Size:** 30MB or less  
**Copy Length:** 10 seconds  
**Format Ratio:** 16:9 Portrait  
**Backup creative:** JPG at 150dpi

NOTE: Screens do not emit sound.



### Submitting your artwork

Please submit the copy in Portrait format

Please submit all artwork to: [digitalcontentni@clearchannel.ie](mailto:digitalcontentni@clearchannel.ie)

Please note any images sent must be your own property or you must have permission from the copyright owner.

Content must be emailed to your Clear Channel NI contact no less than 2 working days prior to the proposed in charge period to guarantee timely broadcast of the campaign. Please confirm receipt of all delivered content, and direct any questions to a member of staff on **028 9046 3250**

### For more information & guidance

Restrictions on movement applies on Roadside formats; See General Limitations

#### Subtle Motion

Note: Adshel Live supports subtle motion, this is the maximum level of movement that will be accepted.

For more information on subtle motion, please refer to the below link.  
<https://www.clearchannel.co.uk/our-products/specifications/animated-creative-guidelines/>

### General Limitations

- Creative must not resemble any traffic sign/signal
- Creative must not distract any motor vehicle or pedestrian through contrasting content
- Adverts must conform to the Advertising Standards Authority Code
- All content must comply with our digital terms and conditions