

# MAYFAIR SPECIFICATION

Located in the heart of Mayfair in London's West End, our 4 high quality, full motion digital screens offer brands the opportunity to target the **32m shoppers** and commuters the centre sees each year.

With dynamic **full motion** capabilities and the option of full domination, these must-have sites reach 10m impacts fortnightly.

## ACCEPTABLE CREATIVE TYPES

Spot length:

**10 Seconds**

File Type:

**Quicktime Movie**

Codec:

**H.264 Codec**

Framerate:

**25 frames per second**

Max File Size:

**25MB**

## FORMAT FOR STATIC CREATIVE

**Jpeg** saved at '**High**' or '**Very High**' quality.

Send all completed artwork through to your Account Manager and to;

**artwork@londonlites.co.uk**



**STATIC**



**DYNAMIC  
LIVE FEED**

## SCREEN PIXEL RESOLUTION

