

# ROADSIDE SPECIFICATION

London Lites specialises in **cost effective, high-quality**, digital out of home screens, in must have locations across **Central London**. We help brands both large and small connect with London.

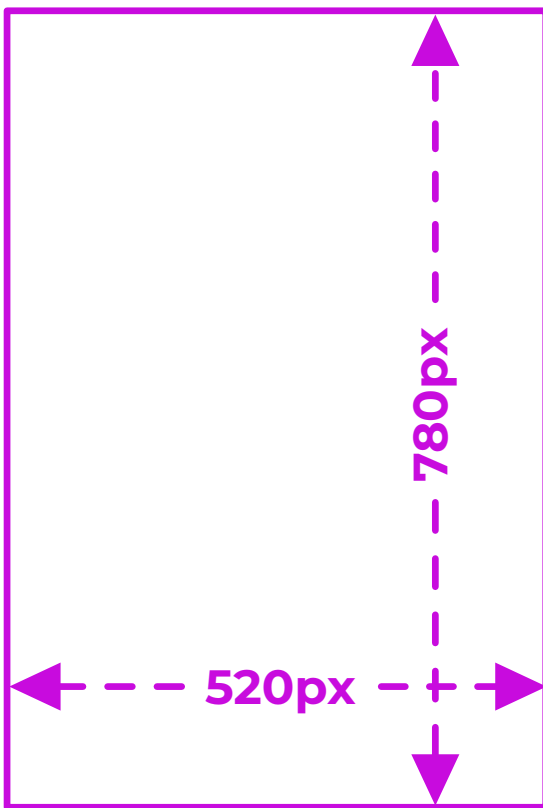
## ACCEPTABLE CREATIVE TYPES



## FORMAT FOR STATIC CREATIVE

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

## SCREEN PIXEL RESOLUTION



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

**artwork@londonlites.co.uk**

**Full Motion Locations**  
**Piccadilly Circus**  
**Covent Garden**  
**Clapham Junction**

Spot length:

**10 Seconds**

File Type:

**Quicktime Movie**

Codec:

**H.264 Codec**

Framerate:

**25 frames per second**

Max File Size:

**25MB**

