



## **M5, JUNCTION 1**

ARTWORK SPECIFICATION

# Camera Ready Artwork Specification

## LED ColourScreen - M5J1

### North bound

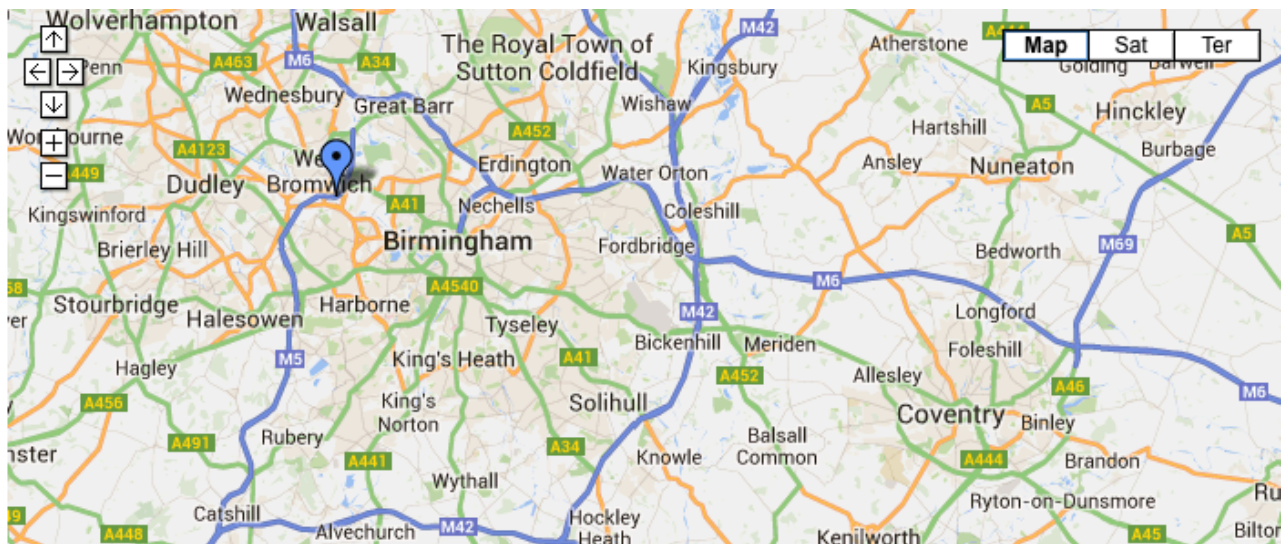
**Dimensions:** 768 x 1152 pixels  
Static image

**Location:** N

### South bound

**Dimensions:** 576 x 864 pixels  
Static image

**Location:** S



# Camera Ready Artwork Specification

## LED ColourScreen - M5J1

### Specification

**Final Artwork Resolution:** N: 768 x 1152 pixels  
S: 576 x 864 pixels

**File Format:** JPEG | PNG

**Resolution:** 150 DPI

**File Compression:** ZIP (.zip)

### Contacts

**For queries and sign-off approval please contact:**

**Tel:** 0871 222 3456  
0871 222 7222

**eMail:** creative@elonex.com

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### Deadlines

All design briefs must be provided no less than 14 working days before start date.  
All artwork must be submitted 10 working days before the start date.

### Advert Naming Convention

All to be named appropriately, beginning with:  
Site name code "M5J1" - the advert location "N" - then the Client/Project name "ACME"

If special day parting/advert playback is required\* please label accordingly - "WeekDay-A"  
Please detail your requirements via email at the time of your artwork submission.

*For example: M5J1-N-ACME001.jpg*

### Requirements

Artwork needs to be supplied at exactly the stated pixel size resolution.  
No trim, bleed or safe-area is required.  
Maximum file size 150MB

### Delivery

Files can be emailed directly to creative@elonex.com  
Or via we transfer service.

\*This must be arranged with your sales representative at the time of booking.

# Make the most of your advert

## Advertising Psychology

### What do you want to achieve with your advert?

A successful advertisement is one that conveys a positive image of your company's brand, and contains a relevant message geared towards company goals and campaigns. The advert is the brand ambassador and visual for your company, keep it short & sweet! You want the crowd to use brand-association and brand-recognition so when it comes to the customer's next purchase, you'll be the first company in mind.



### Include a call to action

Like we said, your advertisement should be a simple & concise message consistent to your brand. It's a good idea to include a 'call-to-action' to get the viewer to become an active participant. This could be something like a 'special offer,' discount code, etc. Incorporate the company website as a point-of-direction to enhance the likeliness that the customer is now headed in your direction.

# Stand out from the crowd!

## Some simple Do's and Don'ts of LED Advertising

### DO's

- Keep your advert's messaging simple.
- Incorporate your logo as much as possible.
- Be faithful to your brand—stick to corporate style & identity to create a lasting impression.
- BIGGER & bolder = Better.
- CAPITAL letters are far more effective than lowercase.
- Contrasting colours between background & font are strongest.
- Dark backgrounds are generally better than lighter.
- Keep the visibility on TV in mind.
- Consider the timing, less is more.
- Think outside the box- innovative ideas will attract attention & spark conversation.

### DON'TS

- Try to include too much information or messaging.
- Over complicate the advert- time is precious!
- Use long sentences.
- Use thin text—hard to read and doesn't do justice on LED.
- Use complex script or swirly fonts.
- Overload with your message!