



## Digital Screen Advertising Creative Guidelines

When creating media for a 10 square meter digital display advertising screen there are some specific guidelines to keep in mind to ensure that your message is effectively communicated to your audience:

- 1. Use the correct resolution:** The **screen dimensions measure 4 meters x 2.5 meters landscape** with a P4.6 LED display, The P4.6 LED display has a pixel pitch of 4.6mm, which means that the **resolution of the screen is 864 pixels wide by 540 pixels high**. It's important to create content that is optimized for this resolution to ensure that your visuals are clear and sharp.
- 2. Use high-quality images and videos:** The larger the screen, the more important it is to use high-quality visuals. Make sure your images and videos are high-resolution and visually appealing, as lower quality content will appear pixelated and unprofessional.
- 3. Keep your message short and to the point:** With a screen this size, it's important to keep your message brief and focused. Use bullet points or short sentences to convey your message quickly and effectively.
- 4. Use contrasting colours:** To make your message stand out, use contrasting colours for your text and graphics. Avoid white or light backgrounds.
- 5. Consider the viewing distance:** With a screen this size, viewers may be viewing your content from a distance. Make sure your visuals and text are large enough to be seen clearly from a distance.
- 6. Avoid clutter:** Avoid overcrowding your digital display advertising screen with too much text or too many visuals. This can be overwhelming for viewers and make your message difficult to read.
- 7. Use animation and motion graphics:** Animation and motion graphics can help grab the viewer's attention and make your message more engaging. However, make sure your animations aren't too distracting or overwhelming.
- 8. Test your content:** Before finalising your content, test it on the 10 square meter digital display advertising screen to make sure it looks the way you intended. Make any necessary adjustments before displaying it to the public.
- 9. Optional formats:** Consider supplying multiple formats i.e., video with sound for pedestrianised locations, and slide format for situations where peoples are passing the display, or the display is passing them and even selected messages for specific times of the operation.
- 10. Supply video/animations as an MP4 format and presentation slides as individual Jpeg files.**
- 11. File naming:** Name files clearly to identify client name or campaign title/slide name/version number. If slide formats are to be played in a specific order prefix each slide title with a number.
- 12. File submission:** Please send media files >5Mb by email or WeTransfer.com <5mb requesting an acknowledgment of receipt.

By following these guidelines, you can create effective and engaging media for a 10 square meter digital display advertising screen that will help you reach your target audience and communicate your message effectively.

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