

Creative Consultancy

Thank you for considering CBS Outdoor Digital media formats for your marketing campaign.

At CBS Outdoor Digital we offer a complete production service for our Digital media formats. We can bring artwork from static to animated content, using high resolution layered files.

Alternatively we accept display ready files prepared to the specifications detailed below.

It is recommended that all concepts be reviewed with us before they have been signed off by the advertiser. This will allow us to provide guidance and advice on concept, production process and approval and ensure that the creative concept can be facilitated on our Digital media formats.

The consultation process will give you an opportunity to talk through the specific considerations of designing for a large portrait screen with no audio in a retail destination environment.

Our objective is to help you maximise the creative opportunity.

There are two main ways of using the format:

- Creating a single file (video/animation) which displays the same content each time the loop plays.
- Creating multiple files which are scheduled to alternate each time the campaign's slot arises.

Copy Instructions and File Delivery

All Digital media files will be processed by the CBS Outdoor Digital team and must be supplied in accordance to the following technical specifications:

- Preferred format Quicktime MOV - either uncompressed or with an animation codec
- Other accepted format would be a Flash F4V (using highest quality settings)
- File size no larger than 2GB

LCD's

- Resolution 1080 x 1920
- Aspect ratio 9:16
- 1080 x 1920 rotated to 90 degrees anti-clockwise (image will appear on its side, top on left)



DEP's

- Resolution 1050 x 1680
- Aspect ratio 10:16
- 1050 x 1680 rotated to 90 degrees anti-clockwise (image will appear on its side, top on left)



PLEASE NOTE

In instances where both formats are being used it is usually only necessary to supply LCD display-ready files. The CBS Outdoor Digital Team can convert the LCD files to DEP format.

Action and Title Safe

Though all our screens display the full image, we advise using standard action and title safe for the screens so that all images and text are clear for viewing.

- Action Safe 10%
- Title Safe 20%

Delivery and Traffic Deadlines

Digital copy, in approved formats, may be supplied directly to CBS Outdoor Digital. Alternatively the CBS Outdoor Digital design team can create copy content on your behalf.

Display ready content:

- Review file or static storyboard to be supplied for copy approval no later than 10 days before broadcast in-charge date.
- Copy must be supplied for technical testing and assessment a minimum of 10 days prior to broadcast in-charge date
- Final animated display-ready files to be supplied no later than 7 days before broadcast in-charge date following the approved copy and file delivery instructions.

Campaigns for creation by CBS Outdoor Digital Design Team:

- Animation/design brief and high resolution layered files to be supplied no later than 14 days before broadcast in charge date
- Final animated content to be approved no later than 7 days before broadcast. Unfortunately we will not be in a position to alter copy after that date.

These are standard deadlines and must be considered as the very latest date on ALL campaigns across our Digital network unless otherwise agreed by the CBS Outdoor Digital team. CBS Outdoor Digital is a flexible media format and we will always strive to accommodate special requests. However, we CANNOT guarantee the in-charge/live date of a campaign if the delivery deadlines are not adhered to.

Please ensure that you have confirmed full details of the booked campaign with CBS Outdoor before commencing concept development or production.

About Screens

LCD's: 55" HD
DEP's: 22" HD

About Ad/Loop: LCD

Screens run a maximum loop of 60 seconds comprising 6 x 10 second spots. Each loop will therefore carry up to 6 different commercial messages. Each 60 second loop is repeated throughout the opening hours of the centre.

About Ad/Loop: DEP

Screens run a maximum loop of 30 seconds comprising 3 x 10 second spots. Each loop will therefore carry up to 3 different commercial messages. Each 30 second loop is repeated throughout the opening hours of the centre.

About Content

Screens are HD TV screens and can play HD video, animation and graphics. The only requirement is that there is a hold during the end of the ad for a minimum of 1 second though we recommend 2 seconds. Most animators use this final 2 seconds to hold on the pack shot, logo or full screen advert. This helps to reinforce the brand and message and also defines the end of one advert before the commencement of the following. There is no sound on any of our screens.

About Copy Clearance

- Creative content across our formats is subject to approval by CBS Outdoor and the relevant Asset Partner.
- Copy must be legal, decent and comply with all legal and industry codes for Advertising.
- Copy must not compromise the safety of viewers, e.g. the use of disorientating imagery.
- CBS Outdoor Digital media formats are not available for any direct competitors of tenants of our Asset Partners.
- Advertisers/brands which are stocked within such stores, but don't have an actual outlet, are permitted.
- Concepts must be delivered as per the deadlines for approval.
- CBS Outdoor will not accept any liability for any cost incurred to reproduce creative work which has been rejected.

Please ensure that you have confirmed full details of the booked campaign with CBSO before commencing concept development or production.

	Centre Opening Hours:		
The Square, Tallaght:	Monday-Sunday		9am - 9pm
Dundrum Town Centre:	Monday-Friday		9am - 9pm
	Saturday		9am - 7pm
	Sunday		10am - 7pm