



ARTWORK PRODUCTION
SPECIFICATIONS

ARTWORK DIMENSIONS



1360px

768px

All artwork must be no larger than 5 MB

&

submitted to the **portrait** canvas size of:

768 x 1360 pixels

OR

HIGH DEFINITION

1080 x 1920 pixels

ARTWORK FORMATS

All artwork, animated files or video must be supplied at **10 seconds**, in one of the following formats:

JPG	WebM
PNG	Ogg
AVI (Including DviX)	HEVC
MPEG-2 (Program Stream, Transport Stream, Video)	VC-1
MPEG-4 Part 2 (H.263v2), e.g. DivX, Xvid	WMV9
MPEG-4 Part 10 (H.264), e.g. AVC	WMV7
MPEG-1 Video (H.261)	Sorenson 3, FLV
MP4	VP8 and VP9
MOV	Theora

ARTWORK SUBMISSION

ARTWORK DEADLINE

Production ready artwork must be supplied to ECN **10 days** prior to the campaign go live date.

Copy being delivered outside the 10 days will need to be agreed prior with ECN. We can't guarantee campaigns will go live on the agreed date if the artwork is late with no prior agreement in place.

MULTIPLE FILES

If multiple files are being supplied, please supply material instructions at least one week prior to the start date of the campaign. If no artwork rotation requirements are supplied, artwork will be distributed on an equal rotation.

CREATIVE LENGTH

Campaigns Longer than 10 seconds must have been agreed with the sales team at the time of booking. Campaigns that are longer than 10 seconds and haven't been agreed with sales will be subject to an additional charge.

Please note that audio is **not** activated on the ECN network

DYNAMIC CAMPAIGNS

If you intend to supply dynamic campaign copy then please request the specific dynamic specification. Dynamic Campaigns require considerable testing so please ensure that the lead time is sufficient at the time of booking, we usually suggest a lead time of around 6 weeks depending on how complicated the campaign is going to be.

CREATIVE SERVICES

ECN Creative Services can assist you with assembling production ready files when you have limited access to a design department or animation programs.

By supplying us with a selection of raw files such as images, logos, fonts, brand guidelines and a clear instructional brief, we can help to create an effective campaign for you.

LEAD TIMES

Static digital poster: 5 business days

Animated poster: 7-10 business days

Please allow enough time for your artwork to be produced and approved as we do not assume responsibility for missed activity.

Please submit all artwork & instructions to:

SuT@executivechannelnetwork.co.uk

