

# Wide Eye Outdoor

## Social D Screens

### Production Specifications

Social D screens are primarily 40" to 42" placed-based Digital Signage Network strategically installed "at the moment of choice" (behind and at bar counters), in selective high-footfall high-volume outlets nationwide, identifiable by their wooden frame.

Artwork/broadcast ready files must be received 1 week prior to standard in-charge date. Concept approval must be received 2 weeks prior to standard in-charge date.

Please send digital artwork to:

[darragh@focalmedia.com](mailto:darragh@focalmedia.com)

And

[design@focalmedia.com](mailto:design@focalmedia.com)

For further information on Social D Screens please contact:

E [nicky.boylan@wideeyemedia.com](mailto:nicky.boylan@wideeyemedia.com)

M 086 225 6676

Social D artwork-ready files should meet the following specifications:

#### **Video**

- 10 or 20 seconds in length
- Landscape: 1920x980 pixels, Progressive video
- Portrait: 1080x1820 pixels, Progressive video
- 25 frames per second
- Square Pixels (1.0)
- Maximum file size 100MB
- Audio track rendered empty
- File Formats: QuickTime .MOV – h.264 Video Codec  
.MP4 - h.264 Video Codec  
.WMV – Windows Media 9 Video Codec

#### **Still Image**

- High Quality .jpeg file
- Minimum resolution 1920x980 for landscape, 1080x1820 for portrait

### Social D display facts/features

- There is a 100 pixel tall RSS news ticker zone at the bottom of the screen. Note - content must be **1920x980** for landscape, **1080x1820** for portrait. Creative outside of these aspect ratios will be automatically resized to fit the zone.
- Each ad is 10 or 20 seconds in length.
- The screens are intended to run full motion and animation.
- The Social D screen network is a visual medium only with no sound.
- A two second hold on the end frame is recommended.

### Social D Screen Play

Three main ways to work the format

1. Create a single video file which displays the same content each loop.
2. Create multiple video files which will play on alternate loops.
3. For innovative campaigns, content can be facilitated by
  - day part specific messages for defined time blocks
  - day of week

### Social D Compliance

The exhibition of any material is subject to the approval of Wide Eye Outdoor, Focal Media, and the exhibitor. Any material must adhere to current statutory industry controls and industry codes of practice.

No political advertising will be accepted as part of standard policy.