

Material Specifications

ICA STORE



VERTICAL

Resolution:	1080 x 1920 pixels
Ratio:	9:16
File format:	.mov or .mp4
Codecs:	H.264, max bitrate
Frame rate:	25 frames per second
Length:	5 or 10 seconds (5 sec recommended)

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



HORIZONTAL

Resolution:	1920 x 1080 pixels
Ratio:	16:9
File format:	.mov or .mp4
Codecs:	H.264, max bitrate
Frame rate:	25 frames per second
Length:	5 or 10 seconds (5 sec recommended)

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

DEADLINES

Artwork needs to be delivered to Ocean Outdoor no later than 3 business days prior to campaign launch.

Any artwork delivered late is not guaranteed to run on time.

FILE DELIVERY & ENQUIRIES

Delivery link: <https://oo-se.wetransfer.com/>

For questions regarding material, please do not hesitate to contact us at: adops@oceanoutdoor.se

NAMING

Please note that when sending in files, the file name should not contain; special characters, space or å/ä/ö.

Example of approved file name: advertiser_pixelsize_campaigndate