



ARTWORK SPECIFICATIONS

ROUTE

D48s

NORTH ROAD UPPER BOAT
LLANELLI CARDIFF AIRPORT

Artwork Size

1008 W x 504 H pixels

Artwork Format

Please provide artwork as a JPEG format.

File Size

Files must be no larger than 1MB.

**A HEALTHIER
COMMUNITY
STARTS
WITH BETTER**

Join the movement at
better.org.uk/cardiff

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 BETTER

ROUTE

ROUTE



WESTGATE STREET.

Artwork Size

672 W x 324 H pixels

Artwork Format

Please provide artwork as a JPEG format.

File Size

Files must be no larger than 2MB.

Guidance

All advertising must conform to the Advertising Standards Authority Code.

Please ensure artwork does not resemble any traffic sign or signal or be distracting to motor vehicle or pedestrians through contrasting content.



LARGE FORMAT

SWANSEA BUS TONYPANDY

Artwork Size

1152 W x 648 H pixels.

Artwork Format

Static: Please provide artwork as a JPEG format.

Video (available on Swansea Bus only): Please provide artwork as an MP4 video.

File Size

Files must be no larger than 2MB.



D6 AND D4 NETWORKS.

Artwork Size

1080 W x 1920 H pixels

Artwork Format

Static: Please provide artwork as a JPEG format.

Video: Please provide artwork as an MP4 video.

File Size

Files must be no larger than 2MB.



MEGA 6s

WREXHAM LEICESTER

Artwork Size

288 W x 576 H pixels

Artwork Format

Please provide artwork as a JPEG format.

File Size

Files must be no larger than 2MB.

Guidance

All advertising must conform to the Advertising Standards Authority Code.

Please ensure artwork does not resemble any traffic sign or signal or be distracting to motor vehicle or pedestrians through contrasting content.

**WREXHAM &
LEICESTER NORTH
MEGA 6-SHEETS.**

ROUTE



CARDIFF PARKING NETWORK.

Artwork Size

1600 W x 1000 H pixels

Artwork Format

Static: Please provide artwork as a JPEG format.

Video: Please provide artwork as an MP4 video.

File Size

Files must be no larger than 2MB.

Guidance

All advertising must conform to the Advertising Standards Authority Code.



DIGIVAN.

Artwork Size

Back Screen 525 x 525 pixels (1:1)
Side Screens 588w x 336h pixels (3:2)

Artwork Format

Static: Please provide artwork as PNG or JPEG format to at least 96ppi.

Video: Please provide artwork as a MOV file saved to 720p.

File Size

Files must be no larger than 2MB.

Guidance

All advertising must conform to the Advertising Standards Authority Code.

Please ensure artwork does not resemble any traffic sign or signal or be distracting to motor vehicle or pedestrians through contrasting content.

We recommend that all text be at least 40pixels high.

ROUTE



BRAND AMBASSADOR BILLBOARDS.

Static BABs

Back Board 575 W x 1390 H pixels

Front Board 575 W x 590 H pixels

Artwork Format

Please provide artwork as a PDF.

Digital BABs

1080 W x 1920 H pixels

Artwork Format

Our digital BABs can accommodate static images or motion content. Please provide static images as JPEG and motion content as an MP4.

ROUTE



EVENT SCREEN.

Artwork Size

5000 W x 3000 H pixels

Artwork Format

Static: Please provide artwork as a JPEG format.

Video: Please provide artwork as an MP4 video.

Guidance

The screen has a P5.9 pixel pitch, with an overall pixel size of 840 W x 504 H.

The screen requires a 32amp 3 Phase Power Feed, we can provide a generator if needed.



FUEL PUMP NETWORK

Artwork Size

Artwork Format

Please provide artwork as a JPEG format.

File Size

Files must be no larger than 2MB.

ARTWORK HELP.

If you need additional support with your artwork design, please contact your account manager who will be able to assist you.

