

EV Defender

Digital screen artwork specifications



Artwork specs

Side: 1024 pixels wide x 512 pixels high
Back: 768 pixels wide x 512 pixels high

Artwork must be created to the exact stated pixel resolution. No trim or bleed is required.

Back: *Static or Full Motion

*Static required while vehicle in transit.

Side: Full Motion or Static

Definitions of display types can be found at elonex.com/creativeguidelines

Unlimited duration

Endless exposure for your brand

Vehicle dimensions

L: 4,600mm x W: 1,690mm x H: 2,540mm

File formats

.JPG or **.PNG** for static artwork

Minimum 72 DPI. RGB colour mode. Max size 25 MB.

.MP4 for video artwork

25 FPS. No audio. Max size 25 MB.

Deadlines

Final artwork must be submitted
5 working days before the start date

Design briefs must be provided no less than
14 working days before the start date.

File naming

EVDefender-Side-ClientName.fileformat
EVDefender-Back-ClientName.fileformat

If specific day parting/advert playback is required, please label your files accordingly.

Delivery & contact

For queries and delivery please
email: creative@elonex.com
(Please CC your account manager)
or call: 0871 222 3456

Files can also be sent via [WeTransfer.com](https://www.wetransfer.com)

New to digital out of home?

For tips on creating artwork and making the most out of your campaign, visit elonex.com/creativeguidelines

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