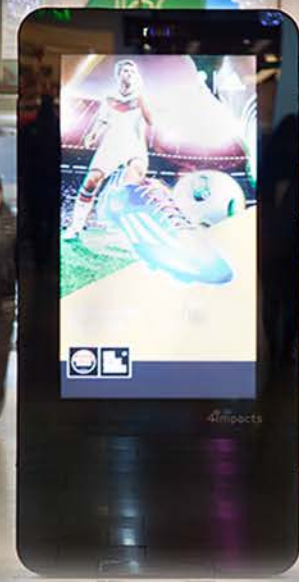


Digital Production Specifications

ILAC Centre



ILAC Centre Totems are double-sided 55" High Definition portrait LCD screens located across the ILAC Centre, in the heart of Dublin City.

✓ Delivery Criteria

Are you ready to deliver your content? Please make sure that all your content meets the following specification requirements:

- ▣ Continuous video or a static image
- ▣ 10 seconds in length (if applicable)
- ▣ Resolution of 1080 x 1920
- ▣ 9:16 aspect ratio
- ▣ 25 frames per second (if applicable)
- ▣ No larger than 2GB
- ▣ File formats: Quicktime (.MOV) (Animation, Uncompressed or H.264 codec), MP4 or .PNG

⤴ Need to Know

- Each advertiser is allotted a 10 second spot within a 60 second loop
- The screens are double sided that can run full motion video, animation and static images
- ILAC Centre Totems are a purely visual medium with no sound
- For videos we recommend that you leave a two-second hold in the final frame

⚠ Delivery Deadlines

CONCEPT APPROVAL is required two weeks prior to every two week cycle.

FINAL FILES are required 10 working days before the start of a two week cycle.

We cannot guarantee the live date of a campaign if the delivery deadlines are not met.



Digital Production Specifications

ILAC Centre Totems

✓ Compliance

All creative work is subject to approval by the ILAC Centre.

Does your ad contain flickering? Take the flicker test at: www.onlineflashtest.com

Contact Details

For any further information on the above or to arrange a meeting, please contact a member of our Creative Team:

Leah Barbour

Digital Ad Operations Manager

E: leahbarbour@4impacts.com

T: +353 21 451 0227

M: +353 87 3122 493

For delivery and supply of all creative works please send the completed files as per our specification directly to our Delivery team:

Digital Delivery

E: info@4impacts.com

T: +353 21 451 0227