

CURB®

DIGITAL PRODUCTION SPECIFICATIONS

GRAND CANNES



Grand Cannes is a 4.8m high x 16.8m wide High Definition LED screen with sound on top of the Grand Hotel, Cannes, France.



Delivery Checklist

Ready to deliver files? Please ensure they meet the following spec requirements. Don't forget this screen has sound, try and use it to make use of the full user experience.



ARTWORK

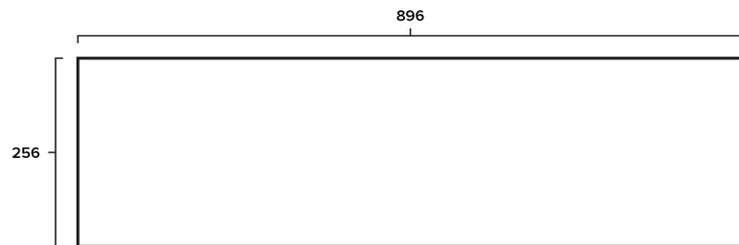
Pixel Dimensions 256 X 896

File Formats

Static Artwork to be supplied as high quality JPEG in RGB mode.

Moving Image

Content can be supplied in any format but H.264 is recommended.



Duration

We accept these durations 10 seconds or 20 seconds or 30 seconds in length. Other durations accepted upon application.

Naming Files

Please state the advertiser and the campaign when naming your files, i.e. advertiser_campaign.

All artwork will go through our standard Technical specification check. This check carries a charge of £800 per file.

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DELIVERY

Artwork Delivery

Artwork is required 7 working days prior to going Live and should be supplied via email to.



Email: Andrew@curbmedia.com



CONTENT

Content

Please be aware that this screen is a long letterbox format 896 X 256, this is longer than widescreen. Please make sure you are designing your campaign to fit to this screen. If you already have a campaign which you would like to retro fit to this format we can help you adapt it.

Adaptions

We can help you adapt your campaign into this format in one of two ways.

- 1) Supply a layered artwork file and we can re-size and change the layout to fit our Grande Cannes screen. Cost range £1,250 - £3,750.
- 2) Supply a JPEG or video file and we can suggest different mechanics, layouts and creative solutions so your campaign can fill this space without losing any of the original creative. Costs start at £1,250 +

Please allow 5 days before the deadline for this stage, which includes 2 amendments.

To enquire about adaptations, creative ideas or just general queries, please call Andrew Newman at Curb on 0207 631 2021.