

MIMIG  
@MMediaGroup

**DIGIVAN**  
Artwork Specification





# ARTWORK & DELIVERY SPECIFICATION

Please prepare artwork in 1,920 x 1,080 pixels, with an aspect ratio of 16:9. Ensure that all artwork is provided in RGB. All submitted artwork must be under a 2GB file limit.

For maximum legibility please avoid light pastel based colour backgrounds, small text sizes, and thin font styles. To increase impact, consider using dynamic video content. For event support or stationary campaigns, we recommend using QR codes and AR functionality.

## **Supported Creative Formats**

MP4 (with or without audio embedded)

PNG

If you require multiple still images, please deliver this as a looped video file with still duration pre-decided. For out-of-home use we recommend between 8-12 seconds depending on copy. Please reach out to [marketingteam@mmediagroup.co.uk](mailto:marketingteam@mmediagroup.co.uk) for any queries.

Production assistance services are available upon request through your sales contact.

Please deliver artwork to [artwork@mmediagroup.co.uk](mailto:artwork@mmediagroup.co.uk) at least 7 working days prior to your campaign start date. Being unsuccessful in delivering correct artwork by this date may result in a delayed or cancelled campaign.





# MIMIG

Thank You

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