



M|M|G  
@MMediaGroup

Edge Digivan  
Creative Spec





# CONTENTS

- Individual Sides
- Wrapped Content
- LED Cube Cladding
- 3D Anamorphic





**INDIVIDUAL SIDES**



# INDIVIDUAL SIDES

Please prepare two artwork side panels in 2,048px (w) x 1,024px (h), with an aspect ratio of 2:1. Prepare one artwork rear panel in 1,024 x 1,024 pixels, with an aspect ratio of 1:1. Ensure that all artwork is provided in RGB. All submitted artwork must be under a 2GB file limit.

## ACCEPTED FILES

Visual Formats: MP4, PNG.  
Audio Formats: MP3, WAV.

## ARTWORK DELIVERY

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.







**WRAPPED CONTENT**



# WRAPPED CONTENT

With edge-to-edge screens, artwork can travel seamlessly across all three sides. Consider using dynamic video content for increased impact, 3D functionality or AR content. For wrapped content, follow the link below to convert the artwork into a readable format through After Effects: <https://we.tl/t-l3RvyJoiga>.

Please input your ultrawide wrap around creative into the 'input' composition and the template will automatically output the creative into the correct format.

## ARTWORK DELIVERY

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.







**LED CUBE CLADDING**



# LED CUBE CLADDING

Please prepare artwork side panels following the guide on the next slide. Ensure that all artwork is provided in CMYK. All submitted artwork must be under a 2GB file limit.

## ACCEPTED FILES

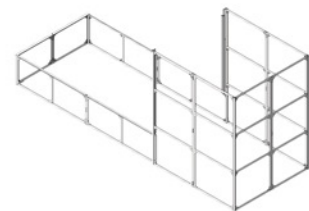
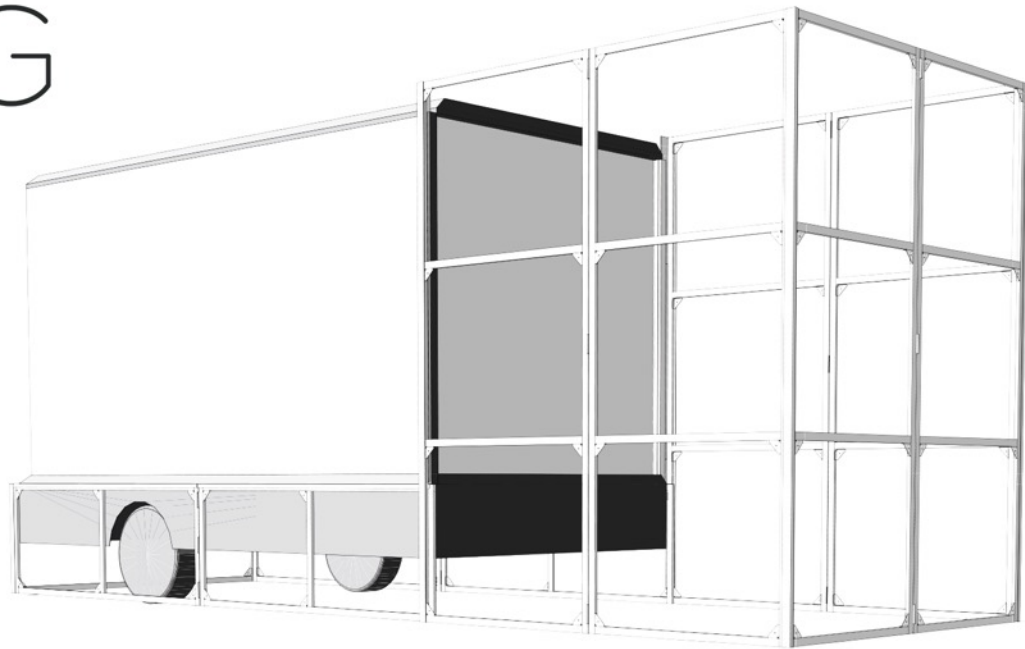
High Resolution PDF.  
TIFF

## ARTWORK DELIVERY

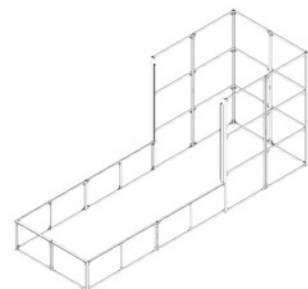
Please deliver artwork to [artwork@mmediagroup.co.uk](mailto:artwork@mmediagroup.co.uk) at least 7 working days prior to your campaign start date. Being unsuccessful in delivering correct artwork by this date may result in a delayed or cancelled campaign.







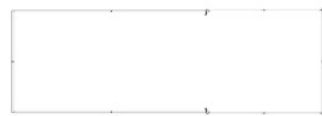
Frame - Front Right Isometric



Frame - Back Right Isometric

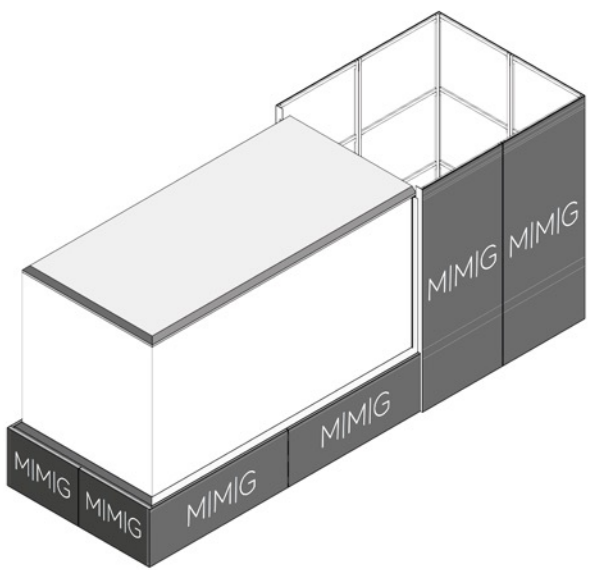


Frame - Driver Side



Frame - Top Plan

Aluminium Frame



2190mm  
Print - Rear

772mm



4248mm

Print - Driver Side

2651mm

3000mm



2252mm  
Print - Front

3000mm



6685mm

2250mm

Printed Panels





Edge Digivan  
Videography

# 3D ANAMORPHIC



# 3D ANAMORPHIC

Utilising The Edge's side and rear panels, and working with a digital content creative agency, advertisers can enable 3D anamorphic creatives.

This content must be finalised into a single side panel of 2,048 (w) x 1,024px (h), and a rear panel of 1,024px x 1,024px.

The remaining side panel will not use anamorphic creative, however can still be used for any other creative type to supplement the 3D anamorphic.

## ACCEPTED FILES

Visual Formats: MP4, PNG.

Audio Formats: MP3, WAV.

## ARTWORK DELIVERY

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