



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.

Supported Creative Formats

MP4 (with or without audio embedded)

PNG

If you require multiple image or video creatives, please deliver these as a looped video file with duration per creative pre-decided.

For out-of-home use we recommend between 8-12 seconds depending on copy. Please reach out to marketingteam@mmediagroup.co.uk for any queries.



Every campaign booked with MMG is fully carbon offset with Ecologi.



ARTWORK & DELIVERY SPECIFICATION

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.

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

Please deliver artwork to 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.



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MIMIG
THANK YOU

