

DAX Outdoor

Specs

August 2024

Core frame resolutions

These 6 resolutions give
access to over **80%** of our
available impacts

Format	Resolution
Streethub / D6	1080 x 1920
D48	612 x 306 1920 x 1080
DM6	494 x 732
D12	3840 x 2160
Landmark	1201x629

ROAD

- **Format:** Static Image
- **File type:** jpeg, png.
- **Slot Length:** 10 seconds
- **Frame Rate:** 30 FPS
- **Max file size:** 10mb
- **Dynamic Creative Accepted**

80% of roadside impacts deliver against:
1080 x 1920, 612 x 306 & 494 x 732

Format	Resolution
Streethub / D6	1080 x 1920
D48	612 x 306
DM6	494 x 732, 288x576, 1008x1920, 420x480, 240x400
D96	1179 x 328, 1264 x 332, 1300 x 300, 1340 x 332, 1216x320
A-list	1179 x 328, 432x1920 1340 x 332, 494 x 732, 1440x288

For specific frame resolutions please refer to frame list



RAIL & LU

- **Format:** Static Image /Moving Creative
- **File type:** jpeg, png, MP4
- **Slot Length:** 10 seconds
- **Frame Rate:** 30 FPS
- **Max file size:** 15mb
- **Dynamic Creative Accepted**

95% of rail & underground impacts deliver against:
1080 x 1920 & 3840 x 2160

Format	Resolution
D6	1080 x 1920
Runway	1080 x 1920
DEP	1080x1920
Ribbon	1920x1080
D12	3840x2160
Gateway	1201x629

For specific frame resolutions please refer to frame list



AIRPORT

- **Format:** Static Image /Moving Creative
- **File type:** jpeg, png, MP4
- **Slot Length:** 10 seconds
- **Frame Rate:** 30 FPS
- **Max file size:** 15mb
- **Dynamic Creative Accepted**

90% of airport impacts deliver against:
1080 x 1920, 1201x629

Format

D6

Landmark

Resolution

1080 x 1920

1920x1080, 1024x256, 720x540,
1201x629, 672x384, 816x384

For specific frame resolutions please refer to frame list



dax

MSA & RETAIL

- **Format:** Static Image /Moving Creative
- **File type:** jpeg, png, MP4
- **Slot Length:** 10 seconds
- **Frame Rate:** 30 FPS
- **Max file size:** 15mb
- **Dynamic Creative Accepted**

Format

D4

Resolution

1080 x 1920

For specific frame resolutions please refer to frame list



dax

RETAIL

- **Format:** Static Image /Moving Creative
- **File type:** jpeg, png, MP4
- **Slot Length:** 10 seconds
- **Frame Rate:** 30 FPS
- **Max file size:** 15mb
- **Dynamic Creative Accepted**

Format

D6

D48

Resolution

1080 x 1920

1920 x 1080

For specific frame resolutions please refer to frame list



dax

OFFICE & RESIDENTIAL

- **Format:** Static Image /Moving Creative
- **File type:** jpeg, png, MP4
- **Slot Length:** 10 seconds
- **Frame Rate:** 30 FPS
- **Max file size:** 15mb
- **Dynamic Creative Accepted**

Format

Landscape banner

Resolution

1080x1920

For specific frame resolutions please refer to frame list



dax



Creative Approval SLA:

- 1 working day
- Dynamic creative (DCO) is subject to a 5 working day SLA from submission
- A CAP referral for potentially contentious creatives can take up to 5 working days.

Frame Rates

- 30 FPS across all frames

Creative Submission Method:

- Creative submission API
- Bid stream
- Email submission to DAX rep (include creative copy, deal ID and DSP creative ID)

Supported creative submission methods vary by DSP.
Please check with your DAX rep

All creatives are subject to copy approval



Best practice

Best Practice

For any potentially contentious creative, we advise sending ahead of campaign launch to programmatic.strategy@global.com for pre-approval.

For any creative categories that require default referral, we advise that these be sent to CAP by the client for sign off **before** coming to Global. Link to CAP submission page <https://www.asa.org.uk/advice-and-resources/ bespoke-copy-advice.html>

If sent to Global without CAP approval, the referral process can take up to 7-10 working days

Following creative categories apply:

- Vaping/Nicotine products
- Nudity
- Alcohol
- Cryptocurrency
- Financial investment
- Political
- Inflammatory language

For any food related imagery, the client will need to provide a breakdown of nutrients per 100g of all food items included in the creative. Link to HFSS calculator <https://www.cleanlabelingredients.com/hfss-calculator/>

Compliance

General Prohibitions

Please refer to official CAP guidelines when building assets

<https://www.asa.org.uk/codes-and-rulings/advertising-codes/non-broadcast-code.html>

Restricted categories will not be advertised within 100m of schools

- Alcohol
- HFSS products
- Gambling / Betting / Gaming
- HFSS advertisements on TFL screens (London Underground)

The below categories are not allowed to be advertised on outdoor platforms:

- Tobacco and related products, CBD
- Vaping creatives, subject to moderation. Refer to official CAP guidelines
- Weapons & guns (except in context in a movie ad that has the correct age rating)
- Prescription-only medicines
- Infant formula (unless clearly follow on formula)
- Gambling within airports
- Pyramid schemes
- Cryptocurrency, subject to creative moderation. Refer to official CAP guidelines
- Escort agencies, lap-dancing, gentlemen's clubs, prostitution
- Nudity, sexual imagery, violence, drugs, excessive blood.
- All swearing even with **** in place of all or certain letters
- All campaigns designed to cause controversy, or which are PR stunts.
- Extremist political advertising, or ads that may promote hate, discrimination or incite violence
- Ads that promote events or platforms which may contain hate, discrimination or incite violence
- Ads that promote harassment, bullying or extremist views

Motion creatives on Roadside frames

QR codes on escalator panels (DEPs, Ribbons, Gateways)

