

RETAIL PRODUCTION SPECIFICATIONS

DIGITAL ARTWORK REQUIREMENTS

Final artwork must be supplied in one of the following formats:

- JPEG 72 dpi - 5MB max file size.
- MP4 - bitrate between 3,500 to 5,000 kbps.

If you are using JPEG please note the following types of JPEG are not supported:

- JPEG images that use the CMYK colour space.
- Grayscale or Black & White JPEG images.

Artwork Size

1080 x 1920 pixels (portrait)

Video Duration

Full motion MP4: File can be up to 7 seconds in length* unless otherwise approved by QMS.

* If file is < 7 seconds, creative will freeze on last frame for remainder of duration.

Audio

No audio is required.

Production Deadline

1. MI template is filled out, including 'Key Number/File Name and 'Share Percentage'.
2. Digital artwork and MI is delivered to campaigndelivery@qmsmedia.com and cc your Account Team,
5 working days (Monday) prior to the campaign start date.

