

To ensure your advertisement looks its best on the **Mirror Ad Diction** network and delivers maximum impact, please prepare your creative assets according to the following guidelines.

Most of our screens are high-definition 11-inch displays (typically 1920x1200 resolution).

1. Ad Dimensions & Orientation:

Resolution: 1920 pixels wide x 1200 pixels high (Full HD)

Aspect Ratio: 16:10

Orientation: Landscape (Horizontal)



2. File Formats:

Static Images:

.JPEG (Preferred for photographic content)

.PNG (Preferred for graphics with text, logos, or transparency)

Video / Animated Content:

.MP4 (H.264 codec recommended for best compatibility and quality)

.GIF (For simple animations, though MP4 often offers better quality for similar file sizes)

3. Ad Duration:

All ad plays (both static images and video/animated content) are 10 seconds in duration, as per your chosen advertising package. Please ensure video content is exactly 10 seconds long. Static images will be displayed for 10 seconds.

4. Maximum File Size:

Static Images (JPEG, PNG): Up to 2MB

10-Second Video (MP4) / GIF: Up to 10MB

5. Colour Mode:

RGB

6. Creative Best Practices for 10-Second Ads:

Clear & Concise Message: With only 10 seconds, get straight to the point. Focus on one key message or offer.

Bold & Readable Fonts: Ensure text is large enough and contrasts well with the background to be easily read at a glance.

Visually Engaging: Use high-quality images, vibrant colours (that fit your brand), and clean graphics. If using video, make the first few seconds count to grab attention.

Strong Call to Action (Optional but Recommended): If applicable, include a simple call to action (e.g., "Visit Us Today!", "Scan QR Code Here!", "Limited Time Offer!"). Note: If using QR codes, ensure they are large enough to be scannable from a typical viewing distance.

Keep it Professional: Ensure all content is high quality, free of errors, and suitable for public display in diverse venues across Plymouth and surrounding local areas.

Safe Zone: It's good practice to keep essential text and logos slightly away from the absolute edges of your creative to avoid any chance of them being cut off on screen.

7. Submission:

Details on how to submit your ad creative will be provided during the onboarding process after you've chosen your package.