



# MobileHwyAds Ad Specs and Best Practices

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# Digital Ads

## Best Practices



## Tips for Effective + Well-Designed Creative

- + Keep copy short to deliver clear messaging
- + Be bold: large headlines catch attention fast.
- + Ad Duration is 8 seconds
- + Body copy must be larger than 21pts to be legible to passers by.
- + High-contrast visuals read best in outdoor conditions.
- + Leave a nice bit of negative space on all borders for visibility.
- + Mix it up: if running a campaign with multiple messaging, use multiple creatives to increase impact.
- + Take Credit: Brands see additional halo affect when they call out “free charging provided by ...” or something similar.

## Process + Timing

### 1 Availability

Once a contract is signed, station availability is guaranteed. Please refer to your **MobileHwyAds** representative for creative deadlines.

### 2 Submit

Submit completed ads using instructions on following page. **MobileHwyAds** will review and reach out with any issues.

### 3 Approval

Upon approval, **MobileHwyAds** will schedule the campaign using the final creative.

# Digital Ads

## Specs

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### Digital

**Media Type:** Digital

**Screen Dimensions:** 1080px x 1920px

**Safe Area (WxH):** 920px x 1760px

**Aspect Ratio:** 9:16

**Ad Duration:** 8 Seconds

**Screen Size:** 47", 49" or 55" - (Diagonally)

**Resolution:** 72dpi

**Color mode:** RGB

**File Type:** JPEG or PNG

**Max File Size:** 15 MB

**File Name:** AdvertiserName1\_Digital.jpeg

#### File Requirements

- Use Volta template
- Name file per template
- Outline all fonts

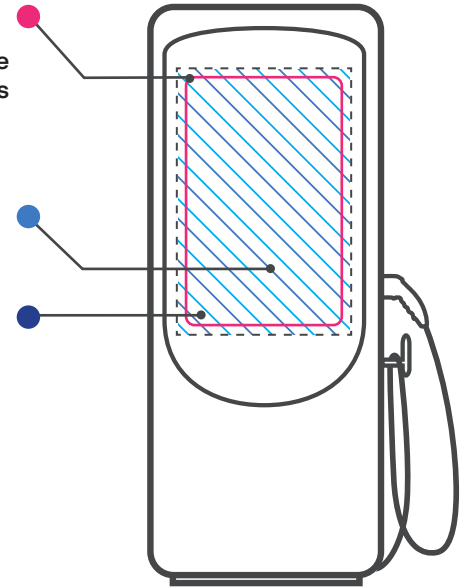
#### Templates



**Visible Area:**  
Anything not contained in the visible area will be clipped by the station frame on certain stations

RGB color mode

21pt minimum legible copy size



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#### File submission

**Final Files:** Email 5 business days in advance to [info@MobileHwyAds.com](mailto:info@MobileHwyAds.com). For large files, please use [WeTransfer.com](https://www.wetransfer.com)

**File Names:** If submitting multiple creatives for the same station type adjust number to reflect creative (ex: AdvertiserName1, AdvertiserName2, etc)

**Disclaimer:** MobileHwyAds is not responsible for production costs if materials supplied are not followed to the above exact specifications.



# Subtle Motion Ads

## Best Practices



Subtle motion creative is intended to attract the attention of passing pedestrians. It involves slow and/or gradual animation of the creative elements within an advertisement.

### Examples

- Fading transitions
- Slow panning
- Gradual zooming
- Slow/gradual/subtle changes in text
- Soft animation to parts of the creative

### Tips for effective + Well-Designed Creative

- + Keep copy short to deliver clear messaging
- + Be bold: large headlines catch attention fast.
- + Ad Duration is 8 seconds
- + Leave text up for minimum 3-4 seconds before it fades or animates away
- + Body copy must be larger than 21pts to be legible to passers by.
- + High-contrast visuals read best in outdoor conditions.
- + Leave a nice bit of negative space on all borders for visibility.
- + Mix it up: if running a campaign with multiple messaging, use multiple creatives to increase impact.
- + Take Credit: Brands see additional halo affect when they call out "free charging provided by ..." or something similar.

## Process + Timing

### 1 Availability

Once a contract is signed, station availability is guaranteed. Please refer to your MobileHwyAds representative for creative deadlines.

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# Subtle Motion Ads

## Specs

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### Subtle Motion

**Dimensions:** 1080px x 1920px

**Safe Area:** 920px x 1760px

**Aspect Ratio:** 9:16

**Screen Size:** 47", 49" or 55" - (Diagonally)

**Duration:** Exactly 8 seconds long

**File Type:** MP4

**Max File Size:** 14 MB

**Encoding:** H.264

**Frame Rate:** 24fps

**Audio Option:** No

**Flash Accepted:** No

**File Requirements**

- Outline all fonts



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### File submission

**Final Files:** Email 5 business days in advance to [info@MobileHwyAds.com](mailto:info@MobileHwyAds.com). For large files, please use [WeTransfer.com](https://www.wetransfer.com)

**File Names:** If submitting multiple creatives for the same station type adjust number to reflect creative (ex: AdvertiserName1, AdvertiserName2, etc)

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