

Design Guidelines

Sizes and dimensions

Still advert

Full size advert	1080x1800 pixels
Half size advert	1080x 900 pixels
File size	300kb/96dpi
File format	.pdf

Animated advert

Full size advert	1080x1800 pixels
Half size advert	Not currently available
File format	.mp4/h.264

Advert content

Adverts will be displayed on screen for a duration of ten seconds. We suggest you use limited and precise wording to achieve clear readable adverts, e.g.

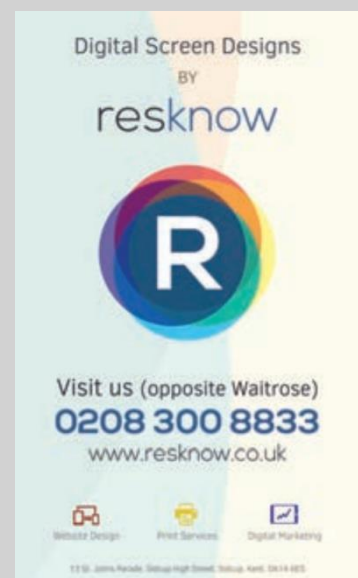
- your company name and/or logo
- what your company specialises in (<5 words)
- a specific offer you want to promote (<5 words)
- your address
- a map of your location
- your phone number/email/website
- your social media names

Take a look at the examples to the right: using minimal text to provide clear information to advertise local businesses.

Contact us

business@bexley.gov.uk
020 8303 7777 – ask for Regeneration
www.bexleyforbusiness.co.uk/digital-advertising

Examples



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