sightfield

ADVERTISER ARTWORK GUIDE

Getting your advert ready for the screen

Everything your artwork needs before it goes live on a Sightfield screen. A file that meets this guide will clear our technical checks first time.

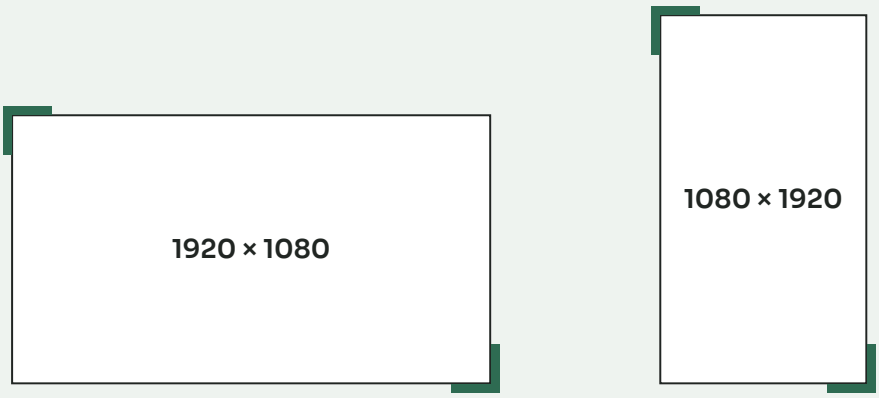
At a glance

Screen shape	**Landscape or portrait**	We tell you which shape your screen needs when we agree your booking.
Size	**1920 × 1080 px landscape** **1080 × 1920 px portrait**	Larger files are accepted if the shape is exact, such as 3840 × 2160.
Aspect ratio	**16:9 landscape** **9:16 portrait**	Exactly. Any other shape is refused.
File type	**PNG or JPG for a still** **MP4 for video**	No other formats.
Text size	**60 px minimum** **Headlines 120 px or more**	Font size, on the 1920 × 1080 or 1080 × 1920 canvas.
Video length	**Up to 10 seconds**	Shorter clips hold their last frame to the end of the slot.
File size	**Up to 64 MB**	
Sound	**None**	Screens are silent, so sound is removed.
Airtime	**10 seconds,** **about every 5 minutes**	One slot plays once in every loop, and a loop runs for about five minutes.
Deadline	**5 working days before go-live**	Send it earlier if you can.

1 · SIZE AND SHAPE

One picture size, two ways up

Screens are mounted on their side (16:9) or upright (9:16). We tell you which when we agree your booking. Booked on both? Send one file for each.



Landscape · 16:9 **Portrait** · 9:16

- **Design at exactly 1920 × 1080 or 1080 × 1920 pixels.** Larger files are accepted if the shape is exact, such as 3840 × 2160, and scaled down to this size.
- **Smaller files are refused**, because enlarging them makes them look soft on a large screen.
- **The shape must be exact.** Even a few pixels out is refused: 1920 × 1082 will not be accepted.

2 · STILL IMAGES

- PNG or JPG.
- Stays on screen for the full ten seconds.
- Use a solid background. Transparent areas are not kept.
- Export in RGB colour, not CMYK print colour.

3 · VIDEO

- MP4, up to ten seconds. H.264 is the safest export setting.
- A shorter clip holds its last frame until the ten seconds are up, so end on your name and message.
- Plays at 25 frames per second, without sound.

What we do to your file

Every file is re-encoded for our screens before it plays. This fits it to the frame, removes sound and hidden file data, and sets video to exactly ten seconds. Your design is not changed.

4 · DESIGNING FOR THE SCREEN

Seen in passing, from across the room

Ten seconds, ten metres	Picture someone walking past, ten metres away. Use as few words as you can, no text under 60 px, and headlines of 120 px or more.
Make it clearly yours	Show who the advert is from. Do not imitate the branding of the venue, its parent brand or Sightfield.
No flashing, no fake alerts	Nothing that flashes more than three times a second, or looks like a system alert, error message, app screen, news or official notice.
Use what you own	Logos, photos, footage, fonts and anyone pictured must be yours or licensed, with model releases where needed.

5 · CONTENT STANDARDS

Every advert must be legal, decent, honest and truthful, and follow the CAP Code. Claims must be accurate and provable, and prices must include all unavoidable costs. Read the full standards at sightfield.co.uk/content-standards.

Not accepted

Illegal products or services; tobacco, e-cigarettes and vaping; weapons; adult content; political advertising; prescription-only medicines and unproven health claims; offensive or discriminatory content; shock tactics; easy-wealth schemes and unregulated crypto-asset promotions.

Case by case

Alcohol; gambling, betting and lotteries; high-caffeine and energy products; cosmetic interventions; other age-restricted products. Weight-loss, body-image and supplement adverts get a careful look. Each venue can exclude further categories.

6 · SENDING YOUR ARTWORK

1

Email it

Send it to hello@sightfield.co.uk with your business name in the subject.

2

Large files

Over 20 MB? Send a download link, such as WeTransfer, rather than an attachment.

3

Five working days

Send it at least five working days before your go-live date.

Every advert is checked by our system and by a person before it plays. If anything needs changing, we will tell you what, and you can send a corrected file at no extra charge.