

ARTWORK SPECIFICATION

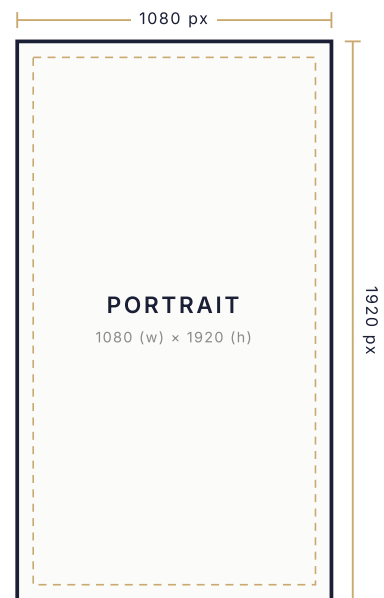
Portrait 1080 × 1920 px

THE PLACEMENT

Your creative plays in the lobbies and shared spaces of the UK's premium residential buildings — an **affluent, hard-to-reach audience** in their most-trusted space, with an average household income around £98k.

ARTWORK PRODUCTION SPEC

RESOLUTION	1080 (w) × 1920 (h) px
SLOT LENGTH	10 seconds
FRAME RATE	24 fps
VIDEO	.MP4 — H.264 & H.265
PHOTO / STATIC	JPG, JPEG, PNG
DYNAMIC	HTML packages — see reverse



KEEP FILE SIZE LOW

There's no hard file-size limit, but keep files as small as possible — oversized files impact bandwidth and player performance.

APPROVAL

All creative is reviewed and approved before display, in line with ASA and Residential Media guidelines.

HTML **package** specification

For animated or data-driven creative. Everything below keeps playback fast and reliable across the network. Static and full-motion MP4 follow the specification overleaf.

FORMAT REQUIREMENTS

- **Resolution** — 1080 × 1920 px
- **Duration** — matches your booked slot (looped if applicable)
- **Frame rate** (if animated) — 24 fps

ACCEPTED FILE TYPES

- A **.zip** containing your HTML, CSS, JS and assets
- Must include an **index.html** at root level
- Keep the unzipped package as small as possible — preferably **under 2 MB**

DATA USAGE

To avoid excessive bandwidth and player slowdowns:

- Do **not** reference external assets (images, fonts, video, scripts) hosted on third-party servers or your own CMS
- All assets must be **locally hosted** within the package (self-contained)
- Avoid auto-updating content or looping API calls
- Minimise animation and large media files where possible

WHAT TO AVOID

- Embedded video unless compressed and stored locally
- Google Fonts, CDN links or web-hosted JS libraries
- Dynamic content pulled from an external CMS on every load
- Autoplay sound or interaction-based functions

EXAMPLE STRUCTURE

your-package.zip

```
index.html
styles.css
script.js
image1.jpg
logo.png
```

CREATIVE CONSIDERATIONS

- Design specifically for a portrait screen
- Keep key messaging inside a **~100 px safe margin** on all edges
- Avoid fine detail or small text that won't read from a distance

SUBMITTING ARTWORK

Send your zipped HTML package or an upload link to support@abode-media.com. All creative is reviewed and approved in line with ASA and Residential Media guidelines before it goes live.