

## DIGITAL MEDIA SPECIFICATIONS

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# HARRODS APP

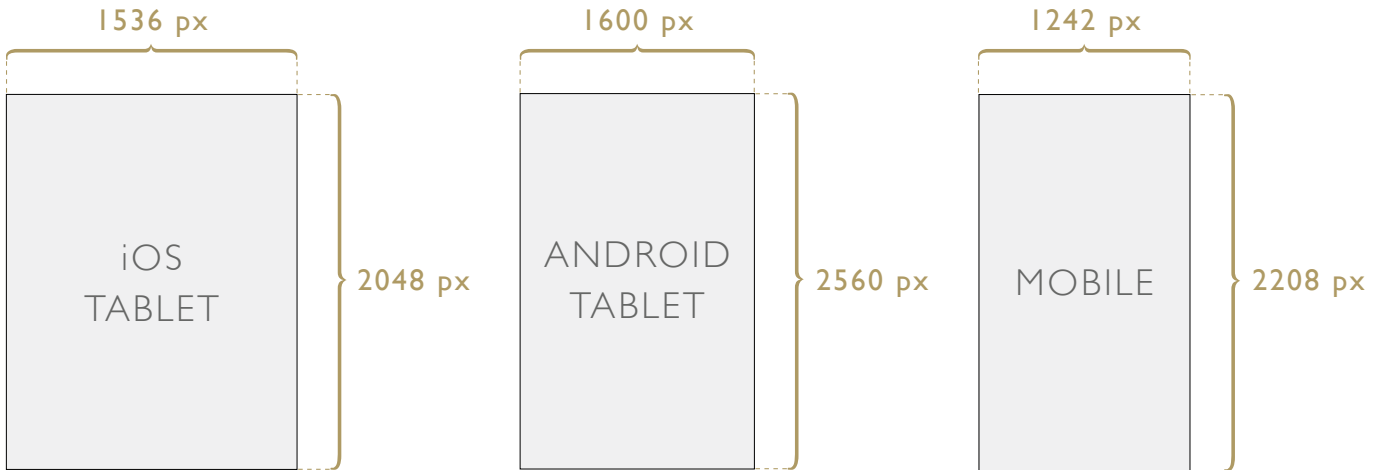


# HARRODS APP: STILL AD

SIZE: iOS Tablet: 1536 (W) x 2048 (H) pixels

Mobile: 1242 (W) x 2208 (H) pixels

Android Tablet: 1600 (W) x 2560 (H) pixels



## ADVERTISER'S AREA (TABLET):

iOS 1536 (W) x 2048 (H) pixels  
Android 1600 (W) x 2560 (H) pixels

## ADVERTISER'S AREA (MOBILE):

Mobile 1242 (W) x 2208 (H) pixels

## IMAGE FILES (RGB):

1. PSD, AI or INDD (**These must be layered**)
2. The font(s)
3. Logo(s) in EPS, AI or SVG

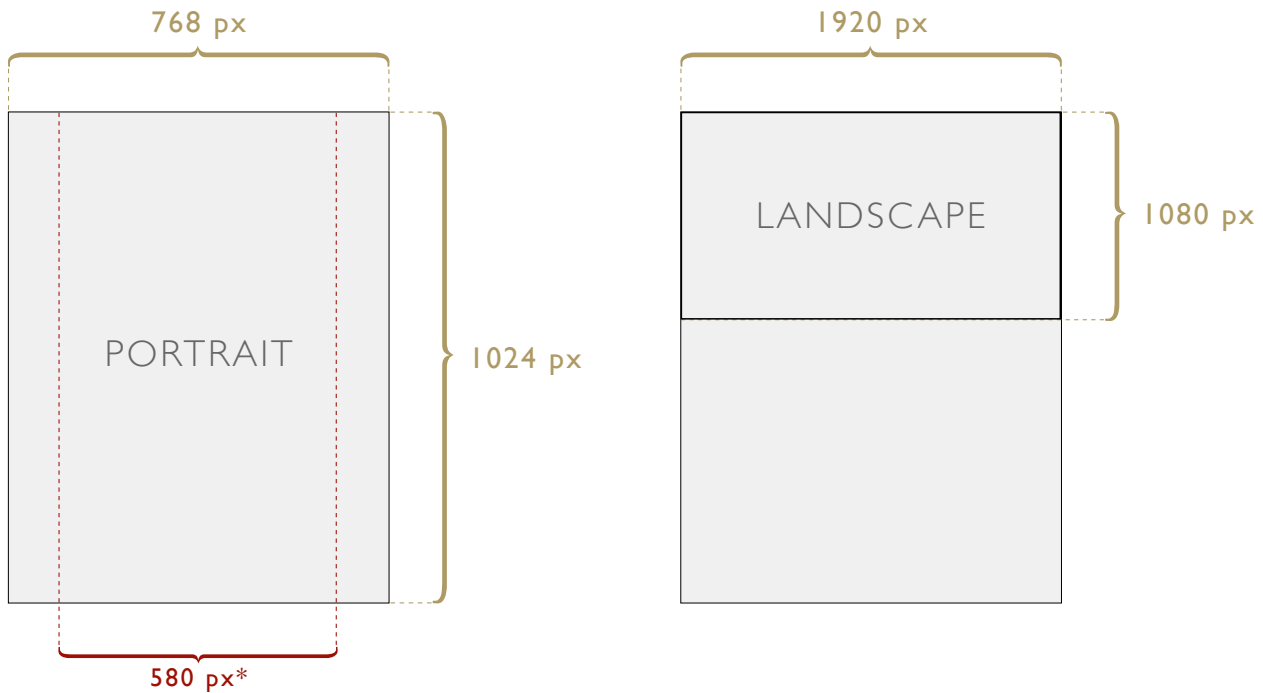


PLEASE DO NOT ADD WEBSITES, TELEPHONE NUMBERS OR STORE ADDRESSES TO YOUR ARTWORK.

# HARRODS APP: VIDEO

SIZE: Portrait: 768 (W) x 1024 (H) pixels

Landscape: 1920 (W) x 1080 (H) pixels



**\*TYPE SAFE AREA. PLEASE KEEP LOGOS AND/OR TEXT WITH IN THIS MARGIN.**  
 When cropped, only the artwork with in the 580 pixel margin will show on mobile devices.  
 This rule only applies to videos supplied in portrait format.

## ADVERTISER'S AREA:

Portrait 768 (W) x 1024 (H) pixels  
 Landscape 1920 (W) x 1080 (H) pixels

## VIDEO REQUIREMENTS:

15 to 25 seconds in length.  
 25 frames per second.

## VIDEO / ANIMATION:

Quicktime (Apple ProRes or H264)

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# HARRODS APP: MULTIMEDIA AD

The multimedia format is a creative combination of video, images and text. Once the client has supplied assets for the ad, Harrods Digital team will develop a creative concept. This will then be discussed with the client for review and approval.



## VIDEO:

Quicktime (Apple ProRes or H264)  
 15 to 25 seconds in length.  
 25 frames per second.

## STILLS:

Landscape and Portrait  
 Product and Campaign shots  
 Images in RGB colour  
 Image type: JPEG, TIFF, PNG (300 DPI)  
 Only images in high-res must be supplied

## COPY:

The text supplied should include a heading and a subhead, product description or campaign message. The total word count is limited to 100 words to take into account how the ad will look when viewed on a mobile phone.

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# ADVERTISING CHECKLIST

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- Check the artwork is to the correct size (as per our specifications).
- Check the artwork has been supplied in the correct file formats and as separate layers.
- Please DO NOT add Harrods branding or department locations as this will be added by our in-house designers.
- Please DO NOT include web addresses, telephone numbers or store addresses.
- All artwork must be supplied 3 weeks before the date of publication.
- All artwork is to be supplied via the Harrods FTP file transfer site.

## FTP ADDRESS:

<http://www.harrods-media.com/client>

All files must be compressed as a ZIP file or similar.