365nonstopads

Ad spec sheet

Every ad runs on silent forecourt screens for 10-second units. Send your artwork to these specs.

File specs

Landscape screens	1920 × 1080 pixels
Portrait screens	1080 × 1920 pixels
Video	MP4 or MOV, H.264
Posters	JPEG or PNG, up to 50 MB and 8,000 pixels on the longest side; shown for the length you choose
Length	10, 20, 30 or 40 seconds, matching the units you book
Maximum file size	200 MB
Sound	None. Screens are silent, so audio is removed

Sites with portrait screens need a portrait version as well as a landscape one. We check both before the ad goes live.

These specs are provisional until our screen partner confirms them.

Design guidance

Large text
Drivers see your ad from a distance and for a few seconds. Keep words few and the type big.

High contrast
Light on dark or dark on light. Avoid pale text over busy photos, and screens in daylight wash out subtle colours.

Safe margin
Keep text and logos away from the edges, about 5% in from each side, so nothing is cropped.

Key message first
Put your offer, name and what to do next within the first 5 seconds.

Every ad is checked against UK law and the CAP Code before it goes live. See 365nonstopads.com/rules.