



volta
M E D I A
A Shell Brand



Volta Media

Advertising specifications and best practices

shell.us/voltamedia

Email: info@voltamedia.shell.com



Digital Ads – Best Practices

Tips for Effective + Well-Designed Creative

- Keep copy short to deliver clear messaging.
- Be bold: large headlines catch attention fast.
- Ad duration is 8 seconds.
- Body copy must be larger than 21pts to be legible to passers-by.
- High-contrast visuals read best in outdoor conditions.
- Leave a nice bit of negative space on all borders for visibility.
- Mix it up: if running a campaign with multiple messaging, use multiple creatives to increase impact.
- Take credit: brands see additional halo effect when they call out “this charge provided by ...” or something similar.

Process + Timing

- 1. Availability:**
Once a contract is signed, station availability is guaranteed. Please refer to your Volta representative for creative deadlines.
- 2. Submit:**
Submit completed ads using instructions on the following page. Volta will review and reach out with any issues.
- 3. Approval:**
Upon approval, Volta will schedule the campaign using the final creative.

Digital Ads – Specs

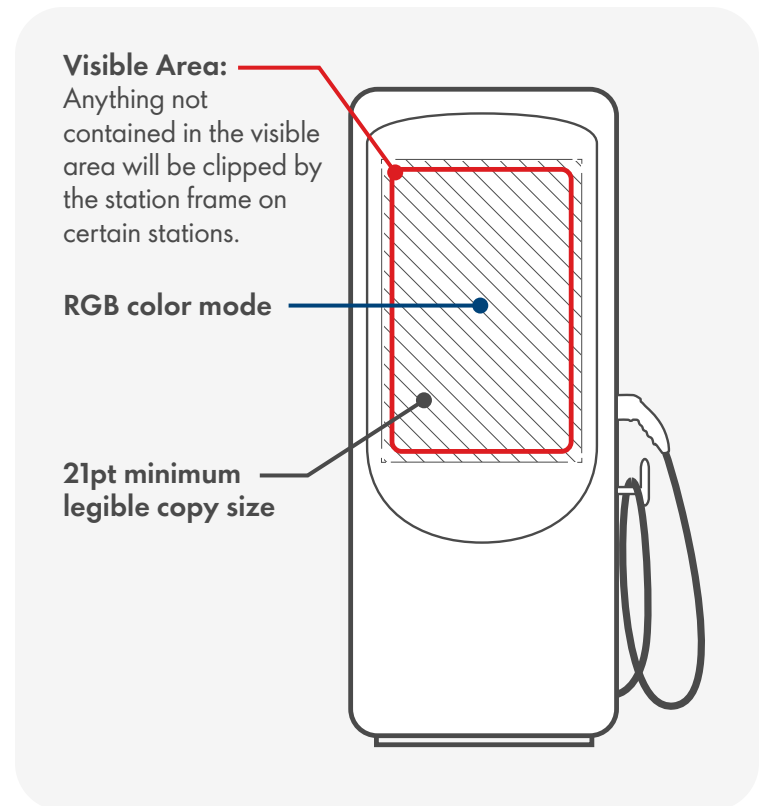
Digital

Media type:	Digital
Screen dimensions:	1920px x 1080px
Safe area (HxW):	1760px x 920px
Aspect ratio:	9:16
Ad duration:	8 Seconds
Screen size:	47", 49" or 55" (diagonally)
Resolution:	72dpi
Color mode:	RGB
File type:	JPEG or PNG
Max file size:	15 MB
File name:	AdvertiserName1_Digital.jpeg

File requirements:

- Use Volta template
- Name file per template
- Outline all fonts

Templates:



File Submission

- **Final Files:** Email five business days in advance to campaigncreative@voltamedia.shell.com. For large files, please use WeTransfer.com
- **File Names:** If submitting multiple creatives for the same station type, adjust number to reflect creative (ex: AdvertiserName1, AdvertiserName2, etc)
- **Disclaimer:** Volta Industries is not responsible for production costs if materials supplied are not followed to the above exact specifications.



Subtle Motion Ads – Best Practices

Subtle motion creative is intended to attract the attention of passing pedestrians. It involves slow and/or gradual animation of the creative elements within an advertisement.

Examples

- Fading transitions
- Slow panning
- Gradual zooming
- Slow/gradual/subtle changes in text
- Soft animation to parts of the creative

Tips for Effective + Well-Designed Creative

- Keep copy short to deliver clear messaging.
- Be bold: large headlines catch attention fast.
- Ad duration is 8 seconds.
- Leave text up for a minimum 3-4 seconds before it fades or animates away.
- Body copy must be larger than 21pts to be legible to passers-by.
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Subtle Motion Ads – Specs

Subtle Motion

Screen dimensions:	1920px x 1080px
Safe area (HxW):	1760px 920px
Aspect ratio:	9:16
Ad duration:	8 Seconds
Screen size:	47", 49" or 55" (diagonally)
Duration:	Exactly 8 seconds long
File type:	MP4 (requires JPG static companion)
Max file size:	15 MB
Encoding:	H.264
Frame Rate:	24fps
Audio Option:	No
Flash Accepted:	No



- 1920 x 1080 pixels
- MP4 format
- H.264 encoding
- Exactly 8 seconds long

File Submission

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3D/Anamorphic Ads – Best Practices

Deliver jaw-dropping 3D experiences to your audience where they live, work, shop, and play. Leverage a new technology in the DOOH space and stand out from the crowd.

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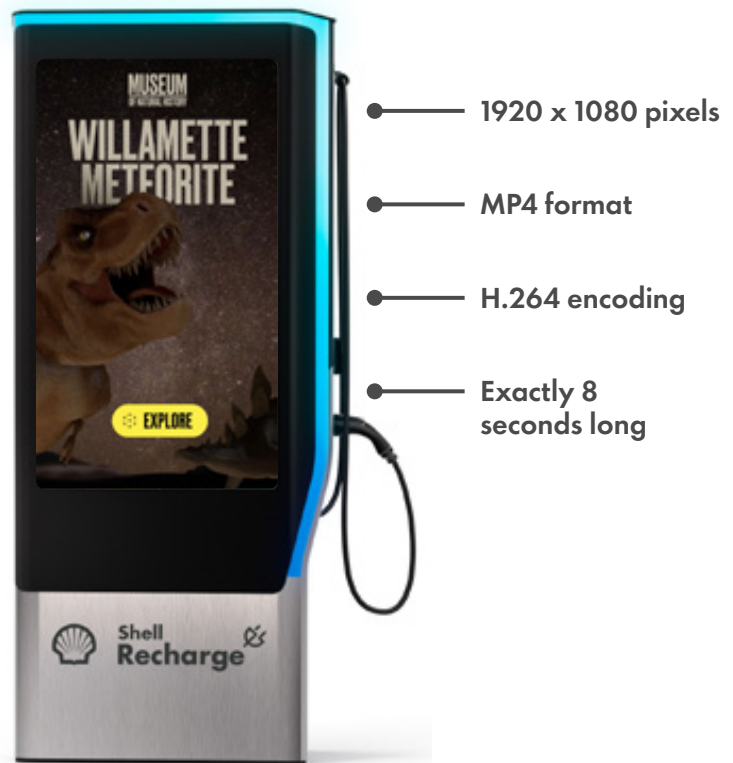
Process + Timing

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3D/Anamorphic Ads – Specs

3D/Anamorphic Ads

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Safe area (HxW):	1760px 920px
Aspect ratio:	9:16
Ad duration:	8 Seconds
Screen size:	47", 49" or 55" (diagonally)
Duration:	Exactly 8 seconds long
File type:	MP4 (requires JPG static companion)
Max file size:	15 MB
Encoding:	H.264
Frame Rate:	24fps
Audio Option:	No
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