

iVan Specification

Screen Sizes

Side: 728 x 416 pixels
Rear: 416 x 416 pixels

Static format:
JPEG or PNG

If you're using video,
please make sure it is
in the following
format:

H264 at 30fps
MP4 or M4V

**Please send us copy
a minimum of three
days before your
activation**

We cover the whole of the UK with our fleet of iVans, offering the latest technology in audience measurement .

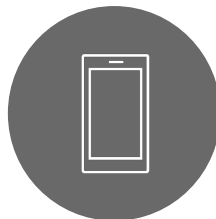


AUDIENCE MEASUREMENT

We use facial detection as standard on every campaign, which tells you how many people view your content, how long they have looked, their age profile and gender.

BETTER FOR THE PLANET

We take our environmental responsibilities seriously, so we are proud to be offsetting all our carbon emissions through *Make it Wild*.



CONSTANT COMMUNICATION

We keep you updated every step of the way. When you work with us, you will be added to a WhatsApp group, so you can see the activity live as it happens.

Our iVans move with your audience, finding them at the **right time**, with **the right message**, in the **right place**.

Dynamic content capacity means we can change your artwork at the click of a button, in real time.

