

# DIGITAL SPECIFICATIONS

## STREET FURNITURE

### STATIC CONTENT ONLY

- Animation will not be accepted on street furniture
- File format: JPEG (no transparent backgrounds) | Colour Mode: RGB | 72dpi
- JPEGs should be supplied at 100 quality or 12 in Photoshop and saved with maximum quality settings to minimize compression artefacts
- Please be aware that if multiple pieces of creative are provided, oOh! will schedule an even rotation (unless clear instructions are received)
- Requests for back-to-back, 16 sec creatives on Street Furniture must be discussed with your Business Manager at time of booking

## RETAIL

### 5B-5H7 CONTENT

- File format: JPEG | Colour Mode: RGB | 72dpi
- JPEGs should be saved with maximum quality settings to minimize compression artefacts

### 5B-5H8-5H9 CONTENT

- File format: MPEG-4/H.264 AVC at 20Mbps
- Frame rate for all media is 25 as per PAL standard
- Requests for back-to-back, 30 sec creatives must be discussed with your Business Manager at time of booking

### 3D CONTENT

- The Sylvia is 3D-creative enabled
- oOh! has a site-specific template for 3D software that must be used to build any 3D creative
- Please reach out to your oOh! Business Manager to find out more

## CONTENT DELIVERY APPROVALS

- All content is subject to oOh! testing controls
- Material which fails testing will be returned for amendment
- There are particular regulations governing some forms of advertising which require approval in writing from the relevant authority. In cases where approvals or media conformance issues require amendment to the digital material, these will be undertaken at the advertisers expense. oOh! will not be liable for any expense or delay

## FILE NAMING CONVENTIONS

Files are to be named in the following format:

### CLIENTNAME\_FILE#OF#\_PIXELRATIO.EXT

**CLIENTNAME** = The advertiser name or campaign name (e.g. Coke Summer)

**FILE#OF#** = Please indicate which file number of the total file numbers are sent (e.g. 1 of 3)

**PIXELRATIO** = Pixel size (e.g. 2160px x 3840px)

**.EXT** = Type of file extension (e.g. .jpg)

**Please note:** oOh!® does not take responsibility for files that are lost or posted on wrong dates due to incorrect file names

## MATERIAL DEADLINE

- 5 working days prior to display date for campaigns utilising basic material instructions (e.g. rotate creative across all locations)
- 10 working days prior to display date for campaigns utilising complex material instructions (eg. site specific, day specific, time specific campaigns)

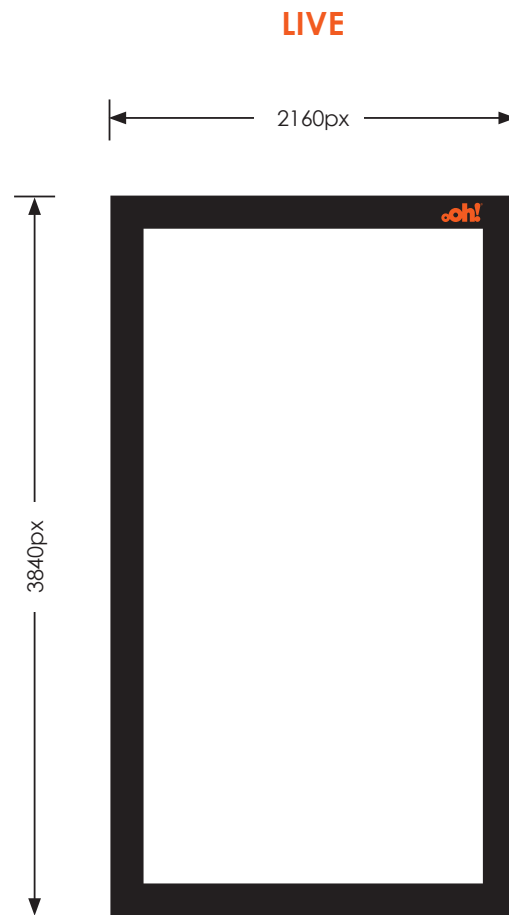
## ARTWORK DELIVERY

Final digital artwork & material instructions to be uploaded via the media upload portal <https://mediaupload.oohmedianz.com/>

If you have any queries regarding your campaign, please contact [production@oohmedianz.com](mailto:production@oohmedianz.com)

# DIGITAL SPECIFICATIONS

STREET FURNITURE - 8 seconds

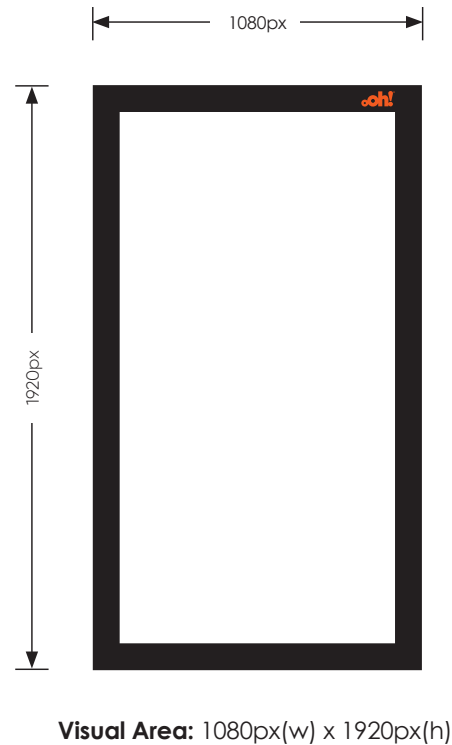


Visual Area: 2160px(w) x 3840px(h)

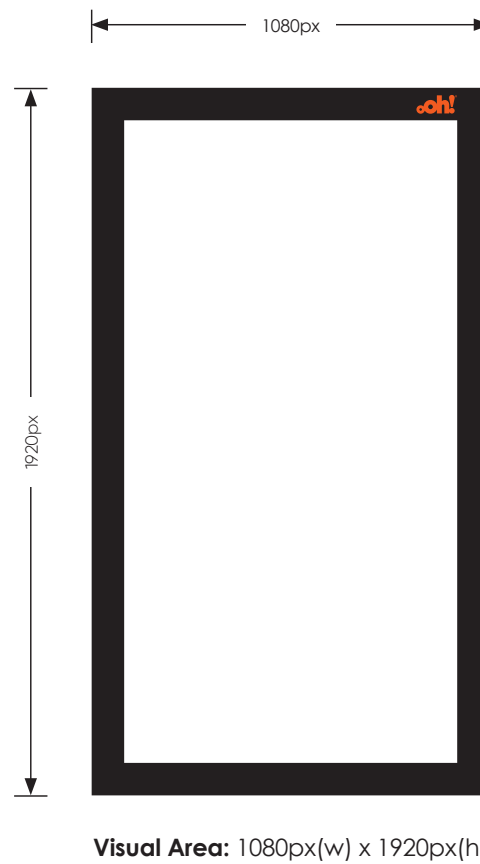
# DIGITAL SPECIFICATIONS

RETAIL - 6 seconds\*

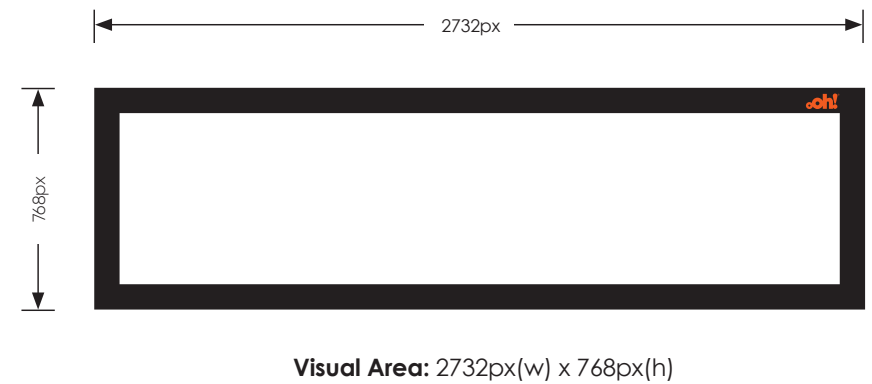
LIVE



LARGE FORMAT\*\*



LANDSCAPE LARGE FORMAT



	Street Furniture Live	Retail Live	Large Format*	Landscape Large Format
<b>Creative Size (pixels)</b>	2160 (W) x 3840 (H)	1080 (W) x 1920(H)	1080 (W) x 1920 (H)	2732 (W) x 768 (H)
<b>Screen Size</b>	75"	70"	Varies	Varies
<b>Full loop duration</b>	48 secs	36 secs	36 secs	36 secs
<b>Single spot duration</b>	8 secs	6 secs**	6 secs**	6 secs**
<b>Max. no of advertisers</b>	6 per loop	6 per loop	6 per loop	6 per loop
<b>Animated</b>	No	Yes	Yes	Yes
<b>File Format</b>	JPEG	JPEG or MP4	JPEG or MP4	JPEG or MP4