

# DIGITAL RAIL SPECIFICATIONS



# DIGITAL PORTRAIT

## DIGITAL RAIL SPECIFICATIONS

### FILE SETUP

Format: MPEG-4. Supplied as a .MP4 file.

Length: 7secs

Dimensions: 1080px(w) x 1920px(h)

Max File Size: 21mb

Encoding: H264

Frame Rate: 25fps

Data Rate: 8mbits/sec or less

Audio: N/A

### STATIC CONTENT

Format: JPEG

Dimensions: 1080px(w) x 1920px(h)

Max File Size: 21mb

Colour Model: RGB

### FILE NAMING CONVENTIONS

Files are to be named in the following format:  
CLIENTNAME\_FILE#OF#\_PIXELRATIO.EXT

### CONTENT DELIVERY APPROVALS

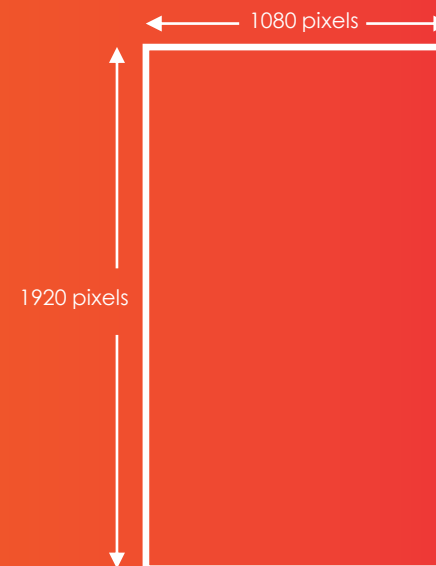
Media deadline: 5 working days prior to display date

File transfer: Final artwork to be transferred via email to your Campaign Delivery Executive

All content is subject to oOh!'s testing controls.

Media which fails testing will be returned to the creative agency 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 media, these will be undertaken at the client's expense and oOh!® shall not be liable for any expense or delay.

**If you have any queries that are not answered in this document, please contact your Campaign Delivery Executive**





# WOW WALL

Melb Central | Melb Footscray | Melb Ringwood | Melb Flinders Street

## DIGITAL RAIL SPECIFICATIONS

### FILE SETUP

Format: MPEG-4. Supplied as a .MP4 file.

Length: 7secs

Dimensions: 1920px(w) x 1080px(h)

Max File Size: 21mb

Encoding: H264

Frame Rate: 25fps

Data Rate: 8mbits/sec or less

Audio: N/A

### STATIC CONTENT

Format: JPEG

Dimensions: 1920px(w) x 1080px(h)

Max File Size: 21mb

Colour Model: RGB

### FILE NAMING CONVENTIONS

Files are to be named in the following format:  
**CLIENTNAME\_FILE#OF#\_PIXELRATIO.EXT**

### TAKEOVER BOOKINGS

For 100% Takeover bookings, a minimum of 2 creatives are required

### CONTENT DELIVERY APPROVALS

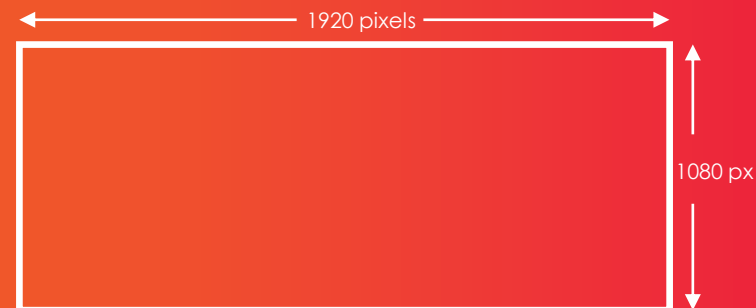
Media deadline: 5 working days prior to display date

File transfer: Final artwork to be transferred via email to your client services representative

All content is subject to oOh!'s testing controls.

Media which fails testing will be returned to the creative agency 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 media, these will be undertaken at the client's expense and oOh!® shall not be liable for any expense or delay.

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# MELBOURNE BULKHEAD - FLINDERS STREET

## DIGITAL RAIL SPECIFICATIONS

### FILE SETUP

Format: MPEG-4. Supplied as a .MP4 file.

Length: 7secs

Dimensions: 1920px(w) x 1080px(h)

Max File Size: 21mb

Encoding: H264

Frame Rate: 25fps

Data Rate: 8mbits/sec or less

Audio: N/A

### STATIC CONTENT

Format: JPEG

Dimensions: 1920px(w) x 1080px(h)

Max File Size: 21mb

Colour Model: RGB

### FILE NAMING CONVENTIONS

Files are to be named in the following format:  
**CLIENTNAME\_FILE#OF#\_PIXELRATIO.EXT**

### CONTENT DELIVERY APPROVALS

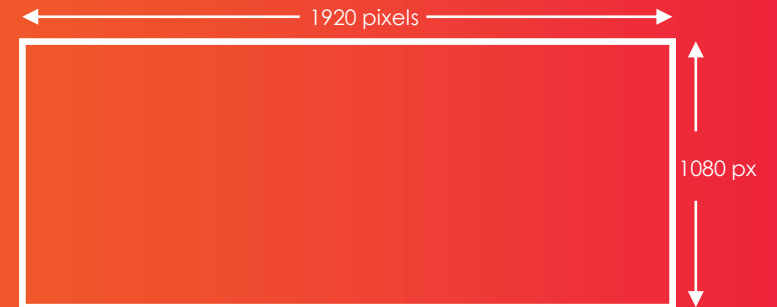
Media deadline: 5 working days prior to display date

File transfer: Final artwork to be transferred via email to your client services representative

All content is subject to oOh!'s testing controls.

Media which fails testing will be returned to the creative agency 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 media, these will be undertaken at the client's expense and oOh!® shall not be liable for any expense or delay.

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# SYNCHRONISED SCREENS

Set of 2 // Set of 3 // Set of 4

## DIGITAL PORTRAIT SPECIFICATIONS

### ANIMATED CONTENT

Format: MPEG-4. Supplied as a .MP4 file.

Length: 7secs

Dimensions: 1080px(w) x 1920px(h)

Max File Size: 21mb

Encoding: H264

Frame Rate: 25fps

Data Rate: 8mbits/sec or less

Audio: N/A

### STATIC CONTENT

Format: JPEG

Dimensions: 1080px(w) x 1920px(h)

Max File Size: 21mb

Colour Model: RGB

### FILE NAMING CONVENTIONS

Files are to be named in the following format:  
**CLIENTNAME\_FILE#OF#\_PIXELRATIO.EXT**

### CONTENT DELIVERY APPROVALS

Media deadline: 5 working days prior to display date

File transfer: Final artwork to be transferred via email to your client services representative

All content is subject to oOh!'s testing controls.

Media which fails testing will be returned to the creative agency 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 media, these will be undertaken at the client's expense and oOh!® shall not be liable for any expense or delay.

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