



The Halo

7" TVC with Audio

Now included in the Boulevard pack is Melbourne Airport's custom designed site 'The Halo'. This site is a unique fixture in Melbourne Airport's T4 Terminal. Dominating the retail departures area, the Halo provides premier advertising space, combined with live news, entertainment and weather feeds. Full motion and audio capabilities ensure maximum engagement and a memorable customer experience.

Animation - HD MPEG-4 Video

File format is MPEG-4/H.264 AVC at 20Mbps. To be supplied as .MP4 file.

Frame rate for all media is 25 as per PAL standard.

Duration is 7 seconds.

Audio – AAC

AudioCodec: AAC

Bitrate: 16bit

Sample rate: 48kHz

Channels: Stereo

Audio levels: Reference (dBFS): -20

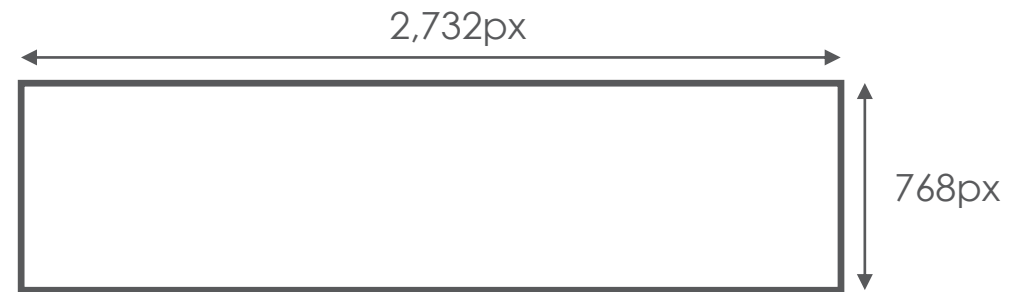
Max True Peak (dBFS): -2

LKFS: -24

2732 x 768

Your creative will repeat 4 times around The Halo

INSTALL FOR THIS OPTION IS \$1,000 (no audio) or \$1800 (with audio)



Airport content guidelines

The airport authorities must approve all creative due for display on all airport sites prior to installation. oOh! will advise of approval/non-approval within 5 working days. Print of static material must not proceed without airport approval and installation of all sites will not proceed unless approval has been granted. The advertiser/advertising agency is responsible for providing the creative for approval to oOh!

The airport authorities maintain strict controls over the subject matter and general appearance of all advertisements. The guidelines forming the basis on which advertising copy may be rejected are set out below. These guidelines are not meant to be exhaustive and may be added to, amended or varied from time to time throughout the period of the License Agreement:-

All advertising shall comply with the relevant Commonwealth and State legislation.

All advertising shall comply with voluntary codes of conduct established by the advertising industry.

The advertising of cigarettes and tobacco products, including any reference to brand names or to smoking is not permitted.

The advertisement should not display any obscene or offensive material or any material with political, religious or racial overtones nor hold any exhibition of obscene or offensive nature or with political, religious or racial overtones.

Advertising that is, or is likely to be, offensive (as decided by the airport authority) is not permitted.

Advertising that imitates or may be confused with, terminal directional or information signs, either by shape, size or colour is not permitted.

Advertising that does not conform to a standard considered suited to a prestige location is not permitted.

The licensee must not display any advertisement that would be in conflict with the retailing objectives or would prejudice the interests of the retailers, airlines, service providers and franchisees operating in the terminal.

Advertising shall not conflict with the Terminal directional signage.

Advertisements should be made up of approximately 80% pictorial content and 20% advertising copy.

Foreign language content within the advertisement will be permitted only where a translation in English appears of the same size.

Advertising must be suitable for exhibit for all ages. Suitable suggests that while the products may not be appropriate for use by children the advertisement presentation must be morally or ethically correct.

Advertising must avoid text messages in areas adjacent to safety information, security checkpoints and arrival and departures informational signage.

Advertising should not attempt to duplicate or imitate airport graphic text or symbol standards in any type, style, colour or layout.

Terminal directional and informational signage should have preference over advertising graphics if issues of congested signage and information overload occur.

Advertising must avoid prices being highlighted or prominent in creative.

Prices may be featured only within the text of the ad and in standard size font.