



# The Twins Digital Specifications

These specifications apply to MEL/LFDIG/TWINSDIG – Melbourne Airport External Digital Site. Sites are synchronized

## Creative Approval & File Submission

Airports have very strict display requirements so you must follow the Airport Content Guidelines (at the end of this document) and send all files to us for approval at least 10 working days prior to campaign commencement to allow time for any required changes to be made.

For animated campaigns we must receive the full digital file for approval – storyboard, sketches or static images will not be approved.

All digital files should be delivered by email or if over 10mb you can contact us for details of our transfer service.

## Animation - HD MPEG-4 Video

Media files should be sized to screen resolution 1920 pixels (w) x 1080 pixels (h).  
16:9 Landscape format.  
File format is MPEG-4/H.264 AVC at 20Mbps.  
Frame rate for all media is 25 as per PAL standard.  
Duration is 10 seconds.

## Static Content – JPEG

JPEGs should be saved with maximum quality settings to minimize compression artefacts.  
Media files should be sized to screen resolution 1920 pixels (w) x 1080 pixels (h).  
16:9 Landscape format.  
File format is JPEG.  
Files need to be saved at 72dpi.  
Each static content file will be displayed for 10 seconds.

## Animated Content Production Service

- Supply us with the working files for your static artwork and we will produce a high-impact, professional animation ready for display on the oOh! Digital network.

- Please contact your oOh! Client Services representative for information and costs.

## Questions? Need more information?

Contact your oOh! Client Services representative

# 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.

## **In addition, the following guidelines apply to advertising on sites at Qantas terminals:**

No reference to political or religious or any other potentially controversial advertising.

No price based advertising.

No naming of competitor airlines, products or services.

No photos of competitor aircraft, brand or product.

No reference to relationships, loyalty agreements, frequent flyer programmes with or utilising competitor airlines.

No retail brands to be placed within reasonable proximity of a competitive retail outlet within the terminal.

Retail precincts can not be named on a retail brand's creative.

No naming of competitors to Qantas Loyalty Partners.