



oOh! Macquarie Centre Digital Concourse Specs

These specifications apply to site RE/MACQ-CONDIG1 at the Macquarie Centre Fresh Food Market.



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Advertisers can produce the file in two ways:

Option A: Artwork can be supplied as one single file, encompassing each portrait face (Portrait Face A & portrait Face B) as well as the main Landscape Ceiling File.

Option B: Artwork can be supplied as a 1080x1920 portrait (As per Evoke Portrait Specifications).

Animation - HD MPEG-4 Video

Media files should be sized to screen resolution 3584 pixels (w) x 512 pixels (h)

File format is MPEG-4/H.264 AVC at 20Mbps.

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

Duration is 15 seconds

Display Breakdown:

Portrait Face A: 768 pixels (w) x 512 pixels (h)

Landscape Ceiling Face: 2048 pixels (w) x 512 pixels (h)

Portrait Face B: 768 pixels (w) x 512 pixels (h)

Audio

Codecs: MP3, AAC, MPEG Layer I & II Audio

Bitrate: 16bit /44.1 sample rate, 16bit /48 sample rate, 24 bit/96 sample rate, Stereo

Audio level: Peak volume: -0.10 dBTP (no clipping), ITU/EBU Loudness: -10 LUFS

The site is best suited to ambient style audio such as music or sound effects, rather than voice overs. Audio volume of site is low.

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 production@oohmedia.com.au for information and costs

Digital Material Submission

Material is required 5 working days prior to the campaign start date.

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

Delivery address - production@oohmedia.com.au

Questions? Need more information?

production@oohmedia.com.au

