

oOh!media Site Specifications

Longreach



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Specifications:

Format: JPEG (must be supplied for Sydney external site) or MP4

Dimensions: 2732 (w) x 768 (h) px

Maximum File Size: 21mb

Colour Mode: RGB 24-bit

DPI: 72

Duration: 7 seconds

Encoding: H.264 at 20Mbps

Frame Rate: 25fps

Audio: Not Supported

- Media files should be sized exactly to dimensions specified.
- Final file to be supplied as one JPEG or MP4 per creative.
- The Sydney external Longreach does not permit animation, please ensure a JPEG is supplied for that site. All internal sites can run MP4 files.

Delivery

All files must be clearly labelled, as per the example below:

- CTNumber_Advertiser_CreativeDescription_File#of#_PixelRatio.EXT

Please submit files to your Campaign Delivery Executive.

Deadlines

All files must be submitted 5 business days (1 week) prior to booked activity date.

Late delivery of files may result in missed media time.

Creative approval is subject to the Airport guidelines set out in the Advertising Content Policy.

Questions? Need more information?

Please contact your Campaign Delivery Executive.



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