

oOh!media Site Specifications

## Boulevard



# Boulevard

## Specifications:

**Format:** JPEG 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.

## 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.

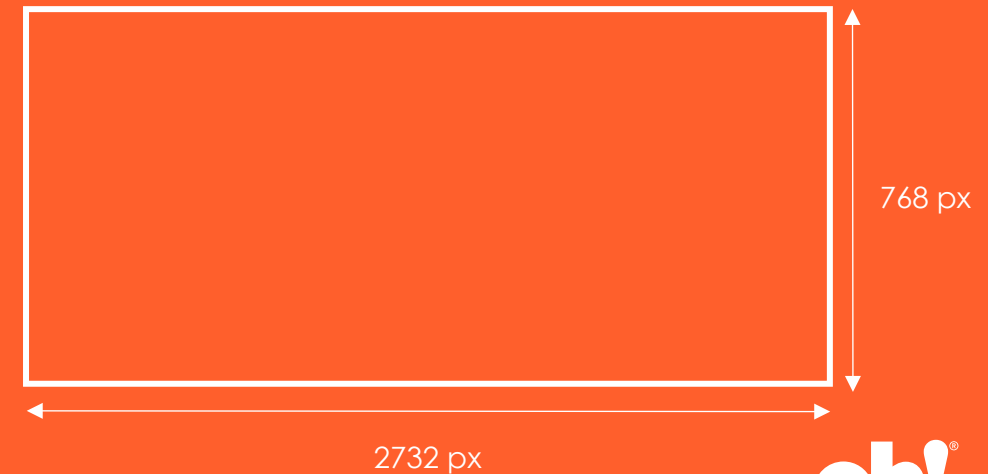
## Deadlines

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 Fly guidelines set out in the Advertising Content Policy.

## Questions? Need more information?

Please contact your Campaign Delivery Executive.





# Boulevard – The Halo

## Specifications:

**Format:** JPEG or MP4

### Dimensions:

**Option 1:** 2732 (w) x 768 (h) px - Creative will repeat four times around The Halo.

**Option 2:** 8640 (w) x 600 (h) – One creative will wrap around The Halo.

**Maximum File Size:** 21mb

**Colour Mode:** RGB 24-bit

**DPI:** 72

**Duration:** 7 seconds

**Encoding:** H.264 at 20Mbps

**Frame Rate:** 25fps

**Audio:** Supported

**Codec:** AAC

**Bit Depth:** 16bit

**Sample Rate:** 48khz

**Channels:** Stereo

**Max True Peak:** -12dBFS

**LKFS:** -24

- Media files should be sized exactly to dimensions specified.
- Final file to be supplied as one JPEG or MP4 per creative.
- This site is specific to Melbourne Airport.

### 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 Fly guidelines set out in the Advertising Content Policy.

### Questions? Need more information?

Please contact your Campaign Delivery Executive.



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