

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

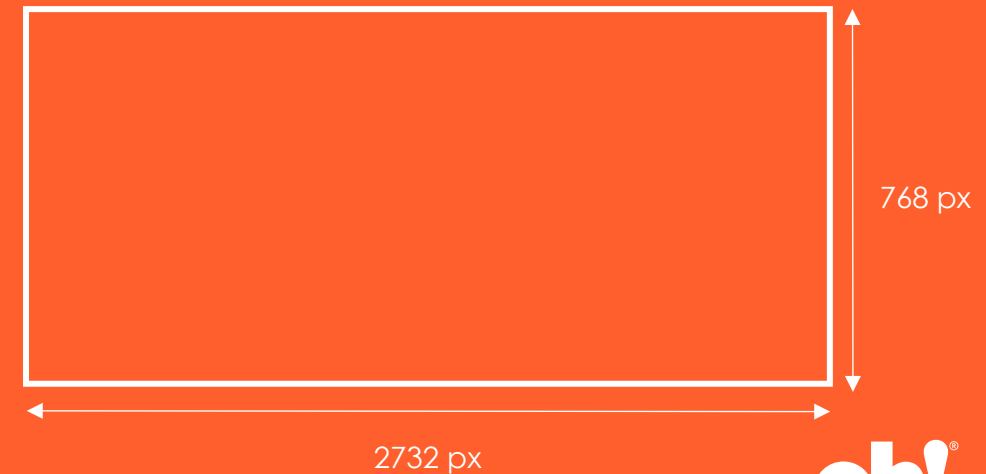
All files must be submitted 5 business days (1 week) prior to booked activity date.

Late delivery of files may result in missed media time.

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

Questions? Need more information?

Please contact your Campaign Delivery Executive.



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