oOh!media Site Specifications

OWD-0014 Yagan Square, WA





OWD-0014 Yagan Square, WA

Specifications:

Format: JPEG

Dimensions: 1952 (w) x 896 (h) px

Face A – 650 (w) x 896 (h) px Face B – 650 (w) x 896 (h) px Face C – 650 (w) x 896 (h) px

Maximum File Size: 21mb

Colour Mode: RGB 24-bit

DPI: 72

- Media files should be sized exactly to dimensions specified.
- Final file to be supplied as one JPEG per creative.
- No false representations or a colourable imitation of a warning, traffic or traffic control sign/signal.
- No instructions to traffic e.g. turn, merge, stop.
- No competitors to tenants in Yagan Square.

Delivery

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

• CTNumber_Advertiser_CreativeDescription_File#of#_Pi xelRatio.EXT

Please submit files to your Campaign Delivery Executive.

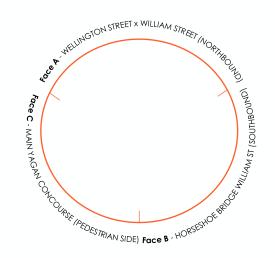
Deadlines

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.

Questions? Need more information?

Please contact your Campaign Delivery Executive.







1952 px

896 px

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Main Viewing Points

Yagan Square has three main angles for creative to viewed and designed for; which should be strongly considered when designing creative for this site.

Face A - WELLINGTON STREET x WILLIAM STREET (NORTHBOUND)

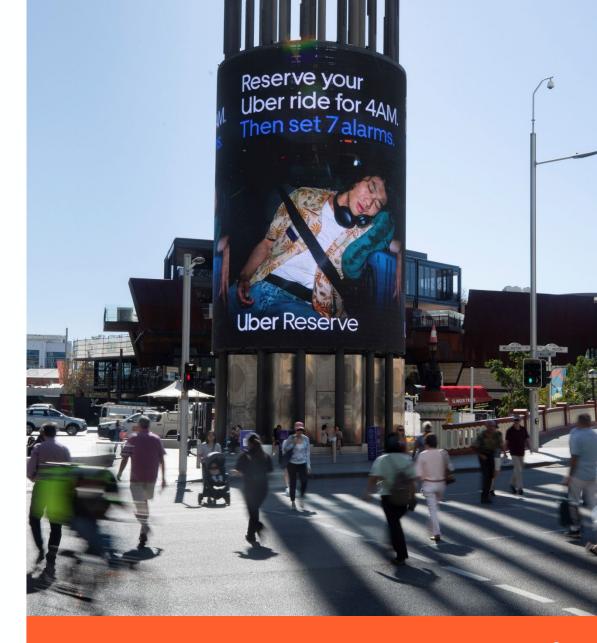
William Street northbound has a view of the creative with reasonable dwell time at the traffic lights. It is also viewable by traffic passing along Wellington street.

Face B - HORSESHOE BRIDGE (WILLIAM ST SOUTHBOUND)

William Street southbound has a view of the creative with reasonable dwell time at the traffic lights.

Face C - MAIN YAGAN CONCOURSE (PEDESTRIAN SIDE)

This is a fully pedestrian area and has full view from the retail areas of the square. Dwell time is highest at this angle.





CCIC Sunmissable

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