

oOh!media Site Specifications

OWD-0014 Yagan Square, WA



OWD-0014

Yagan Square, WA

Specifications:

Format: JPEG or MP4 (animation/motion only permitted in Face C).

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

Duration: 60 seconds

Colour Mode: RGB 24-bit

DPI: 72

Frame Rate: 30 frames per second.

Audio: Not Supported

- Media files should be sized exactly to dimensions specified.
- Final file to be supplied as one JPEG or MP4 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#_PixelRatio.EXT

Please submit files to your Campaign Delivery Executive.

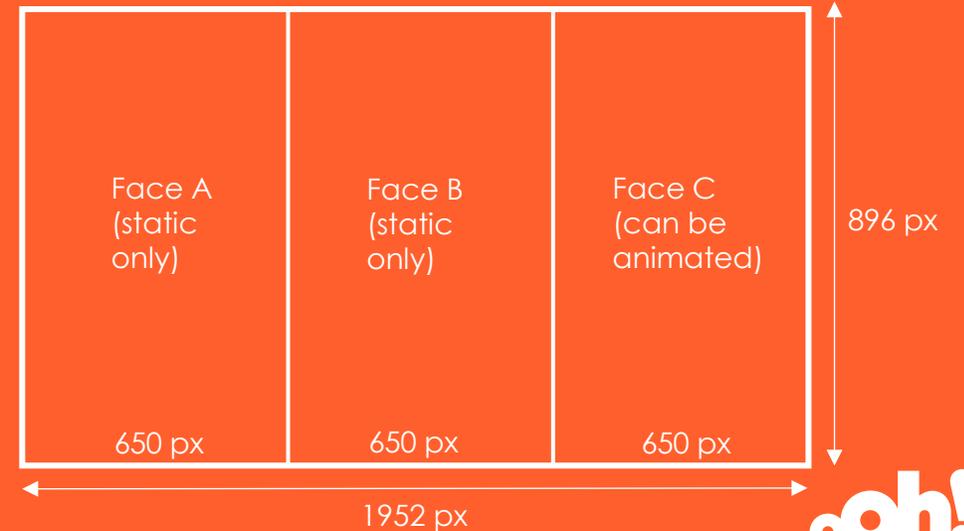
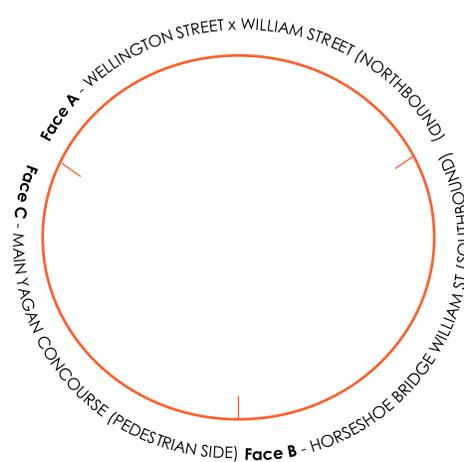
Deadlines

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.

Questions? Need more information?

Please contact your Campaign Delivery Executive.



OWD-0014

Yagan Square, WA

Main Viewing Points

Yagan Square has three main angles for creative to be 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. Full motion permitted on this Face only.



ooh![®]
unmissable

Sydney

T +61 (2) 9927 5555
Level 2, 73 Miller Street
North Sydney NSW 2060

Melbourne

T +61 (3) 8598 0700
Level 3, 101 Moray Street
South Melbourne VIC 3205

Brisbane

T +61 (7) 3620 2900
2/89 McLachlan Street
Fortitude Valley QLD 4006

Adelaide

T +61 (8) 8367 3222
Level 4, 149 Flinders Street
Adelaide SA 5000

Perth

T +61 (8) 6160 8999
344 Hay Street
Subiaco WA 6008

Auckland

T +64 (9) 337 5595
22 Pollen Street,
Grey Lynn AK 1024
New Zealand