

oOh!media Site Specifications

# OWD-0014 Yagan Square, WA



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## 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:** 15 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.

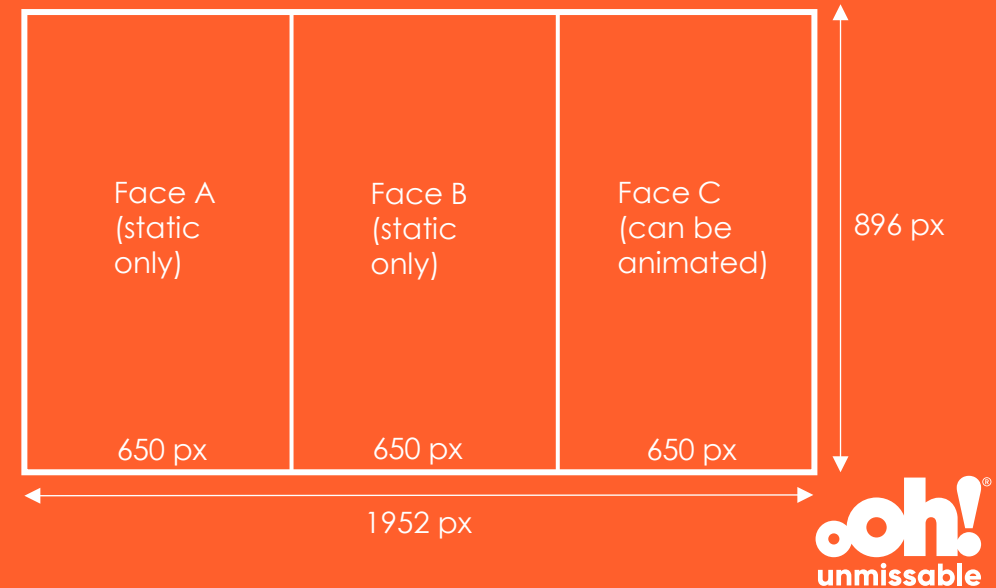
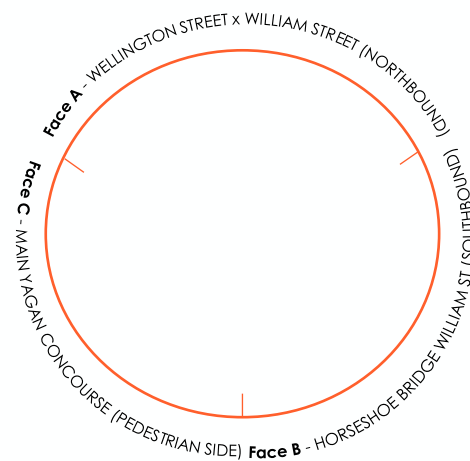
### Deadlines

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.





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### 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.



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