

oOh!media Site Specifications

OWD-0014

Yagan Square, WA



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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#_PixelRatio.EXT

Please submit files to your Campaign Delivery Executive.

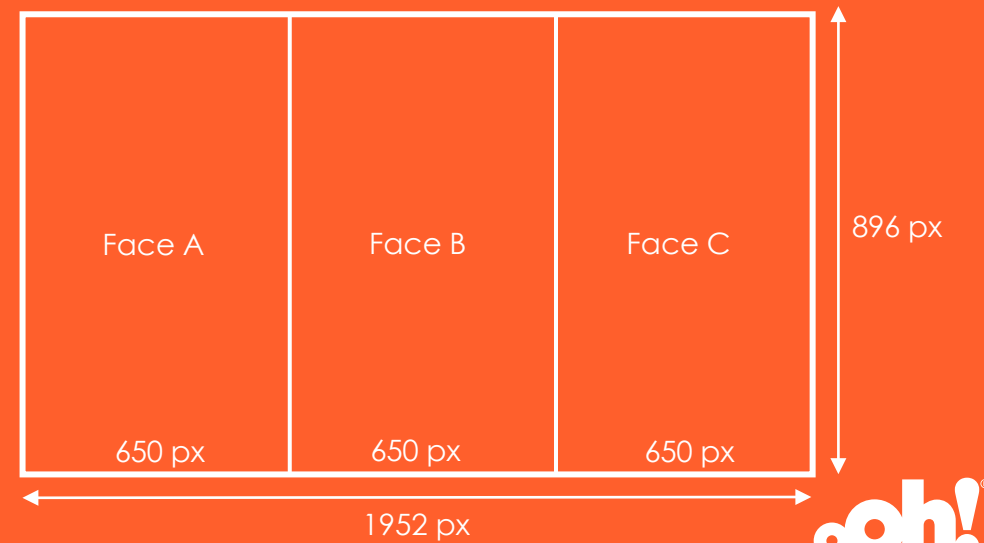
Deadlines

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.



ooh![®]
unmissable

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