

oOh!media Site Specifications

Retail Macquarie Centre Concourse



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Specifications:

Format: JPEG or MP4

Dimensions: 3584 (w) x 512(h) px
Face A – 768 (w) x 512 (h) px
Landscape Ceiling Face – 2048 (w) x 512 (h) px
Face B – 768 (w) x 512 (h) px

Maximum File Size: 21 mb

Colour Mode: RGB 24-bit

DPI: 72

Duration: 15 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.

Additional Guidelines

Option A: Artwork can be supplied as one single 3584 (w) x 512 (h) px file, encompassing each portrait face (Portrait Face A & portrait Face B) as well as the main Landscape Ceiling Face.

Option B: Artwork can be supplied as a 1080x1920 portrait (As per Evoke Portrait Specifications).

The site is best suited to ambient style audio such as music or sound effects rather than voice overs. Audio volume of site is low.

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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