

oOh!media Site Specifications

# Touchdown



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## Specifications:

**Format:** JPEG or MP4

**Dimensions:** 2732 (w) x 768 (h) px

**Maximum File Size:** 21mb

**Colour Mode:** RGB 24-bit

**DPI:** 72

**Duration:** 7 seconds

**Encoding:** H.264 at 20Mbps

**Frame Rate:** 25fps

**Audio:** Not Supported

- Media files should be sized exactly to dimensions specified.
- Final file to be supplied as one JPEG or MP4 per creative.

## 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

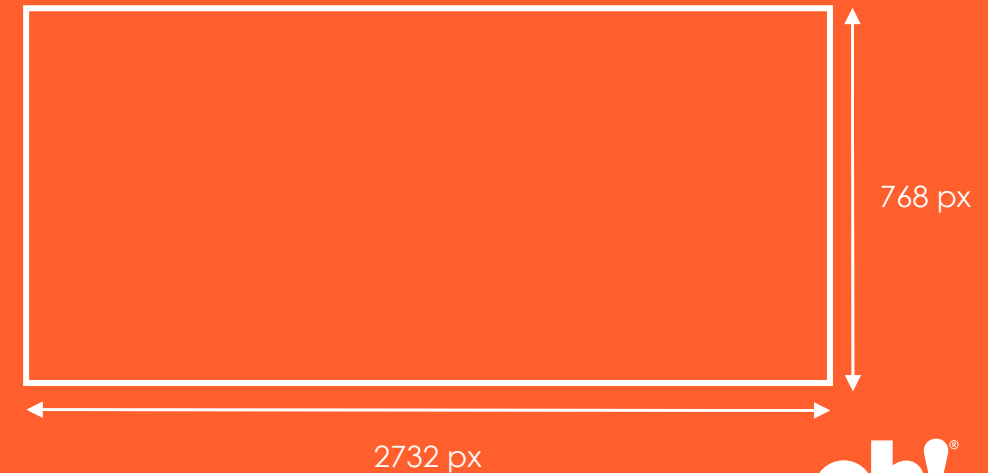
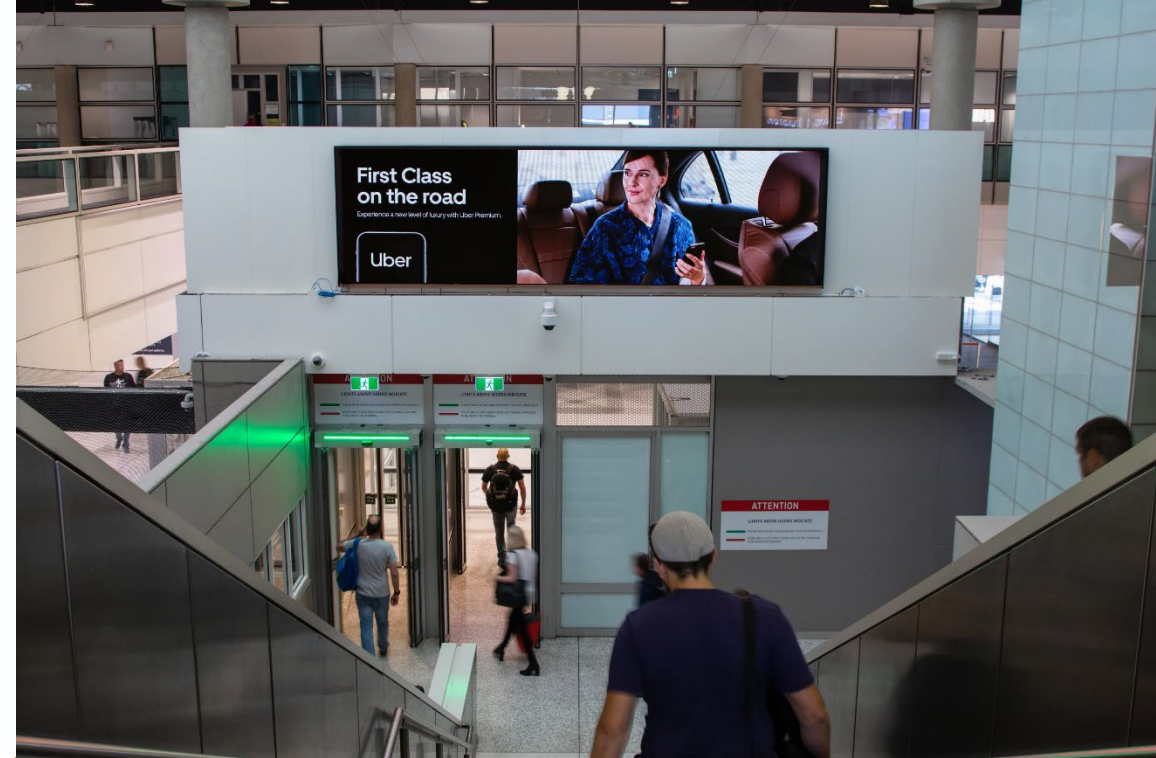
All files must be submitted 5 business days (1 week) prior to booked activity date.

Late delivery of files may result in missed media time.

Creative approval is subject to the Fly guidelines set out in the Advertising Content Policy.

## Questions? Need more information?

Please contact your Campaign Delivery Executive.



**ooh!**<sup>®</sup>  
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