

DYNAMIC DIGITAL PRODUCTION SPECIFICATIONS

Format:	Dynamic Digital
Resolution:	72 dpi
Colour format:	RGB
File format:	PSD

ARTWORK SETUP

- Please provide a PSD file for each aspect ratio in the campaign, at the size of the largest panel
- The PSD should have the dynamic elements on completely separate layers from the other elements in the design.
- Elements will be well organised, with named layers, groups etc, and consistent, eg the same names are used for the same elements across all PSD files etc.
- Idea dependant, you may need to provide more than one PSD for each size
- Any fonts used should also be provided, as OTF or TTF files
- Some source for the dynamic data - this might be:
 - A Google Sheet that you update
 - An API that we can call, eg weather, sports scores etc.
 - A portal that we provide where you can update eg the current headline to show, or upload a set of images to show in a slideshow-like fashion

A fallback image should be provided for each panel in the campaign (again, just the largest if there are multiple with the same aspect ratio) as PNG or JPEG, in case of any errors, like temporary internet issues, an API or Google Sheet being temporarily unavailable.

ARTWORK CONTACT

outdoordigiops@mediaworks.co.nz and cc your Account Team

ARTWORK DEADLINE

3 weeks prior to contract start date.

