

NEWMARKET ATRIUM PRODUCTION SPECIFICATIONS

DIGITAL CONTENT GUIDELINES

Media displayed on the screens may be animated; however, these guidelines must be followed:

- Category exclusions apply (Alcohol & Gambling)
- Flashes & strobes strictly prohibited
- Full movement is allowed

ARTWORK DEADLINE

EOP Wednesday prior to start date

ARTWORK CONTACT

outdoordigiops@mediaworks.co.nz

FORMAT

Orientation:

Size (w x h):

Resolution:

Colour format:

File format:

DIGITAL IMAGE

Landscape

1280 x 448 pixels

72dpi

RGB

JPEG, PNG, BMP, TIFF

FORMAT

Orientation:

Size (w x h):

Video length:

Bit rate:

Bit rate mode:

Scan type:

File format:

VIDEO / MOVING IMAGE

Landscape

1280 x 448 pixels

8 seconds

4000 - 6000 Kbps

Constant

Progressive

MP4, WMV, H.264, MPEG1, MPEG2

All Newmarket Atrium creative artwork is subject to AT review, which may take up to 48 hrs – please ensure the above guidelines are considered to aid in a timely approval process.

