

URBAN NETWORK 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
- Light animation within the same frame is allowed, transitioning between multiple frames is subject to approval, speed to be kept to a measured pace
- High speed animation currently prohibited
- Creatives with heavy use of Red, Amber/ Yellow, White or Green will not be approved
- In the bottom quarter of the screen please follow the below guidelines:
 - Less than 50% should be coloured red, green or yellow
 - Red, yellow or green circles should not be used

All Urban Network creative 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.

FORMAT

- Orientation:** Portrait
- Size (w x h):** 1080 x 1920 pixels
- Aspect ratio:** 9:16
- Resolution:** 96dpi
- Colour format:** RGB
- File format:** JPEG, PNG, BMP, TIFF

DIGITAL IMAGE

FORMAT

- Orientation:** Portrait
- Size (w x h):** 1080 x 1920 pixels
- Aspect ratio:** 9:16
- Video length:** 8 seconds
- Bit rate:** 4000 - 6000 Kbps
- Bit rate mode:** Constant
- Scan type:** Progressive
- File format:** MP4, WMV, H.264, MPEG1, MPEG2

VIDEO / MOVING IMAGE

ARTWORK CONTACT

outdoordigiops@mediaworks.co.nz

ARTWORK DEADLINE

EOP Wednesday prior to contract start date

