

WAITEMATĀ TOWERS 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 & strobos 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 Waitemata Towers 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.

Artwork is required to be stitched together as one file with two 432 x 768 px creatives



FORMAT

- Orientation:**
- Size (w x h):**
- Aspect ratio:**
- Resolution:**
- Colour format:**
- File format:**

DIGITAL IMAGE

- Portrait
- 432 x 768 pixels
- 9:16
- 72dpi
- RGB
- JPEG, PNG, BMP, TIFF

FORMAT

- Orientation:**
- Size (w x h):**
- Aspect ratio:**
- Video length:**
- Bit rate:**
- Bit rate mode:**
- Scan type:**
- File format:**

VIDEO / MOVING IMAGE

- Portrait
- 432 x 768 pixels
- 9:16
- 8 seconds
- 4000 - 6000 Kbps
- Constant
- Progressive
- MP4, WMV, H.264, MPEG1, MPEG2

ARTWORK CONTACT

outdoordigiops@mediaworks.co.nz

ARTWORK DEADLINE

EOP Wednesday prior to contract start date

