

DIGITAL LIVE SPECIFICATIONS

oh!

MAGNUM LUXE
SALTED CARAMEL

NEW

MAGNUM
LUXE
SALTED CARAMEL

FRESH CRACKED
Salted caramel sauce

MAGNUM
PLEASURE HAS
MORE THAN ONE LAYER

DIGITAL LIVE PORTRAIT

Digital Live Specifications

STATIC CONTENT ONLY

NO animation permitted on digital roadside site

Format: JPEG

Dimensions: 1080px(w) x 1920px(h)

Max File Size: 21mb

Colour Model: RGB

DPI: 72

FILE NAMING CONVENTIONS

Files are to be named in the following format:

CLIENTNAME_FILE#OF#_PIXELRATIO.EXT

CONTENT DELIVERY APPROVALS

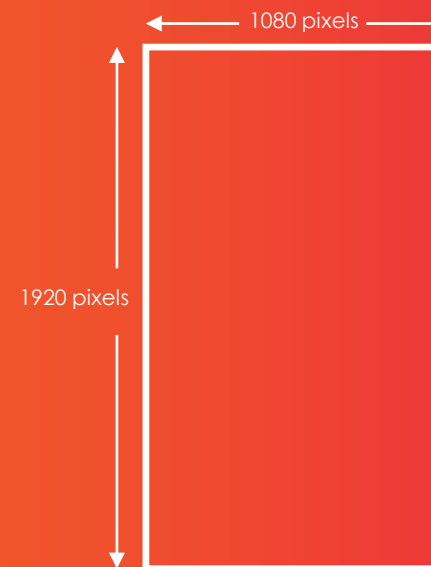
Media deadline: 5 working days prior to display date

File transfer: Final artwork to be transferred via email to your Campaign Delivery Executive

All content is subject to oOh!'s testing controls.

All content must be static display - no animation needed. Media which fails testing will be returned to the creative agency for amendment. There are particular regulations governing some forms of advertising which require approval in writing from the relevant authority. In cases where approvals or media conformance issues require amendment to the digital media, these will be undertaken at the client's expense and oOh!® shall not be liable for any expense or delay.

If you have any queries that are not answered in this document, please contact your Campaign Delivery Executive



STREET FURNITURE



FILE SETUP

Files should be supplied in CMYK as high-res PDFs. All artwork should have 10mm bleed around the trim size. To reduce file size, artwork can be supplied at ¼ of the final trim size at 250 dpi (files at full size are still acceptable).

PRINT NUMBERS

Your Campaign Delivery Executive will supply specific delivery instructions for each campaign, showing splits between formats/creatives/markets, filler and spares, as well as all depot addresses and deadlines. Please contact your Campaign Delivery Executive to discuss material instructions for campaigns with more than one creative – material instructions must be supplied to oOh!@ on an up-to-date oOh!@ site list.

FILE NAMING CONVENTION

Files are to be named in the following for
CONTRACTNUMBER_CLIENTNAME_FILEXOFX_FORMAT.EXT

FILE DELIVERY

Print ready files and material instructions are due at oOh!@ **2 weeks prior to campaign start date**. Final artwork to be submitted to your Campaign Delivery Executive

If printing externally, a low-res PDF of all artwork must be submitted to your Client Services representative for commercial approval prior to printing. All alcohol advertising must be approved by the Alcohol Advertising Pre-Vetting system (AAPS), and a copy of the AAPS form supplied to your Client Services representative .

POSTER STOCK

The following poster stocks are accepted by oOh!@: 158gsm Yupo for Superlite, Superlite Scroller and Metrolite formats.

POSTER DELIVERY

Posters are due at oOh!'s depots no later than Monday 5 working days prior to the campaign start date for on-time installation. Posters delivered after this time may be installed late.

Posters should be delivered according to quantity/ state as per the below table. Please do not use staples, or wrap tubes in plastic. Campaigns of more than 100 posters should be delivered on pallets, except for NSW where deliveries of more than 50 posters should be delivered on pallets. Poster quantities less than 50 can be delivered in tubes in ACT, QLD, VIC, SA and WA.

POSTER RECYCLING

oOh! recycles all printed poster copy at the end of the display period. Please contact your Campaign Delivery Executive at the time of booking to make alternative arrangements.

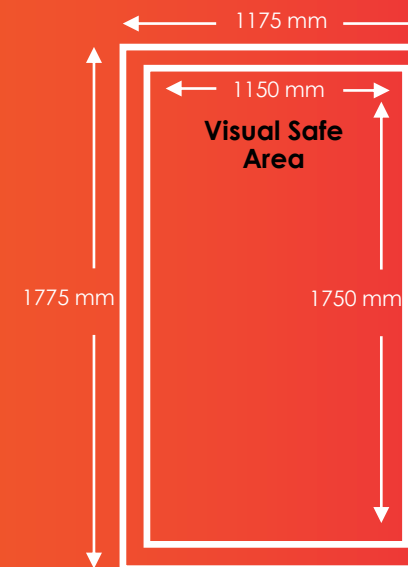
STREET FURNITURE

SUPERLITE & SUPERLITE SCROLLERS

Trim size*: 1175mm(w) x 1775mm(h)

Visual Safe Area**: 1150mm x 1750mm***

Stock: 158gsm Synthetic Plastic (Yupo)



*There is zero tolerance on trim size

**Images outside the visual safe area will be covered by the lightbox frame

***Artwork should have 10mm bleed around trim size.

Any posters not printed to specification will be rejected.

STREET FURNITURE

METROLITE

Trim size*: 1010mm (w) x 1520mm (h)

Visual Safe Area**: 985mm x 1480mm***

Stock: 155gsm Synthetic Plastic
(Cyclone)

*There is zero tolerance on trim size**Images outside the visual safe area will be covered by the lightbox frame

*** Artwork should have 10mm bleed around trim size.

Any posters not printed to specification will be rejected.

