

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 & 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

Creative must adhere to the below colour guidelines:

- Top 75% of the screen can be any colour
- The bottom 25% of the screen must not include any red, green, yellow/amber colours - alternative colours must be used
- Creative must not include any solid circular shapes that could be interpreted as traffic or rail signals in the bottom 25% of the screen

All Waitematā 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.

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

ARTWORK CONTACT

outdoordigiops@qmsmedia.co.nz

ARTWORK DEADLINE

EOP Wednesday prior to contract start date

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

