

# CITY OF SYDNEY PRODUCTION SPECIFICATIONS

## DIGITAL POSTER MATERIAL

Final artwork must be supplied in the following format:

- JPEG 72 - 300 dpi - 5MB max file size.

Please note the following types of JPEG are not supported:

- JPEG images that use the CMYK colour space.
- Grayscale or Black & White JPEG images.

### Artwork Size

2160 w x 3840 h pixels, 4K (portrait) or,  
1080 w x 1920 h pixels (portrait)

### Production Deadline

1. MI template is filled out, including 'Key Number/File Name and 'Share Percentage'.
2. Digital artwork and MI is delivered to [production@qmsmedia.com](mailto:production@qmsmedia.com) and cc your Account Team, **5 working days (Monday) prior** to the campaign start date.

If running Digital Dominance 100% SOT of time, please ensure at least two pieces of creative are supplied to run in rotation.

