

ADSHEL RAIL

PRODUCTION SPECIFICATIONS

ADSHEL

ADSHEL LIVE

ADSHEL RAIL

ADSHEL 7-ELEVEN

ADSHEL IMMERSE

ADSHEL CONNECT

ADSHEL

DIGITAL PORTRAIT SPECIFICATIONS

ANIMATED CONTENT

Format: Quicktime .MOV
Length: 8secs
Dimensions: 1080px(w) x 1920px(h)
Max File Size: 30mb
Encoding: H264
Frame Rate: 25fps
Data Rate: 8mbits/sec or less

Content can also be supplied in flash.swf and Windows Media formats.

STATIC CONTENT

Format: JPEG
Dimensions: 1080px(w) x 1920px(h)
Max File Size: 30mb
Colour Model: RGB
DPI: 72 or 100

FILE NAMING CONVENTIONS

Files are to be named in the following format:

CLIENTNAME_FILE#OF#_PIXELRATIO.EXT

CONTENT DELIVERY APPROVALS

Media deadline: 4 working days prior to display date

File transfer: Final artwork to be transferred via Adshel's Media Upload Portal at mediaupload.adshel.net

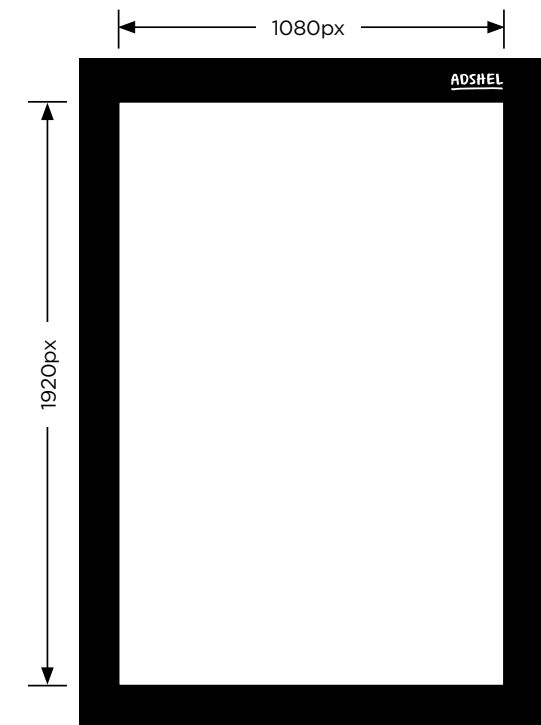
All content is subject to Adshel testing controls.

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 Adshel shall not be liable for any expense or delay.

It is therefore recommended that all media is received 5 days prior to the campaign start date to ensure that there is sufficient time to raise and resolve any media related issue.

If you have any queries that are not answered in this document, please contact digitalmedia@adshel.com.au



Visual Area: 1080px(w) x 1920px(h)

DIGITAL LARGE FORMAT SPECIFICATIONS

ANIMATED CONTENT

Format: Quicktime .MOV
Length: 8secs

Dimensions:
16:9 448px(w) x 256pixels(h)
32:9 768(w) x 224pixels(h)
36:9 960(w) x 240pixels(h)

Max File Size: 30mb
Encoding: H264
Frame Rate: 25fps
Data Rate: 8mbits/sec or less

Content can also be supplied in flash.swf and Windows Media formats.

STATIC CONTENT

Format: JPEG

Dimensions:
16:9 - w448 x h256pixels
32:9 - w768 x h224pixels
36:9 - w960 x h240pixels

Max File Size: 30mb
Colour Model: RGB
DPI: 72 or 100

FILE NAMING CONVENTIONS

Files are to be named in the following format:
CLIENTNAME_FILE#OF#_PIXELRATIO.EXT

CONTENT DELIVERY APPROVALS

Media deadline: 4 working days prior to display date

File transfer: Final artwork to be transferred via Adshel's Media Upload Portal at mediaupload.adshel.net

All content is subject to Adshel testing controls.

Media which fails testing will be returned to the creative agency for amendment.

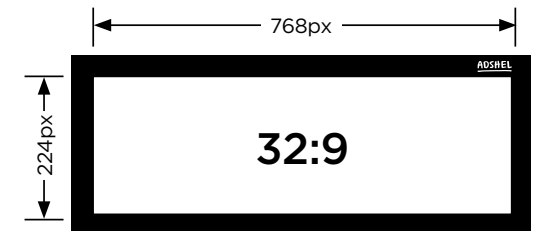
There are particular regulations governing some forms of advertising which require approval in writing from the relevant authority. In cases where approvals or media conformance issues require amendment to the digital media, these will be undertaken at the client's expense and Adshel shall not be liable for any expense or delay.

It is therefore recommended that all media is received 5 days prior to the campaign start date to ensure that there is sufficient time to raise and resolve any media related issue.

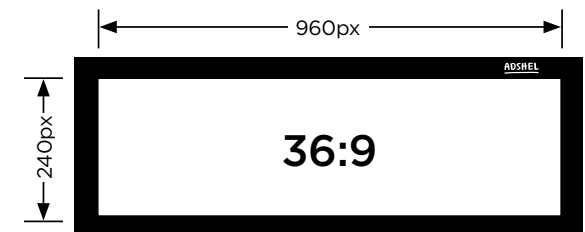
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Visual Area: 448px(w) x 256px(h)



Visual Area: 768px(w) x 224px(h)



Visual Area: 960px(w) x 240px(h)

DIGITAL WOW WALL SPECIFICATIONS

ANIMATED CONTENT

Format: Quicktime .MOV
Length: 8secs

Dimensions: 768px(w) x 448px(h)
Max File Size: 30mb
Encoding: H264
Frame Rate: 25fps
Data Rate: 8mbits/sec or less

Content can also be supplied in flash.swf and Windows Media formats.

STATIC CONTENT

Format: JPEG
Dimensions: 768px(w) x 448px(h)
Max File Size: 30mb
Colour Model: RGB
DPI: 72 or 100

FILE NAMING CONVENTIONS

Files are to be named in the following format:
CLIENTNAME_FILE#OF#_PIXELRATIO.EXT

CONTENT DELIVERY APPROVALS

Media deadline: 4 working days prior to display date

File transfer: Final artwork to be transferred via Adshel's Media Upload Portal at mediaupload.adshel.net

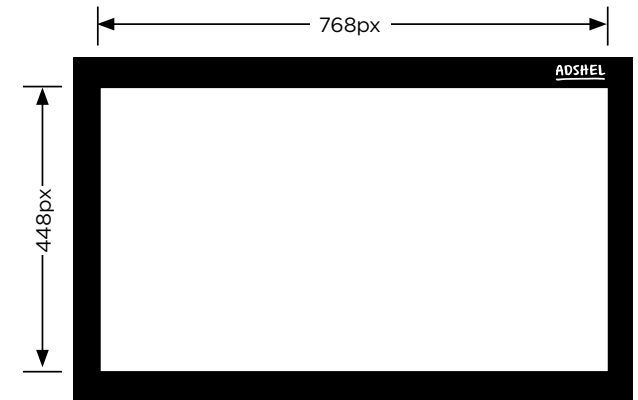
All content is subject to Adshel testing controls.

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 Adshel shall not be liable for any expense or delay.

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Visual Area: 768px(w) x 448px(h)

ADSHEL RAIL

SYNCHRONISED SCREEN
PRODUCTION SPECIFICATIONS

ADSHEL

ADSHEL LIVE

ADSHEL RAIL

ADSHEL 7-ELEVEN

ADSHEL IMMERSE

ADSHEL CONNECT

ADSHEL



DIGITAL PORTRAIT SYNCHRONISED MOVEMENT SPECIFICATIONS

ANIMATED CONTENT

Format: Quicktime .MOV
Length: 8secs
Dimensions: 1080px(w) x 1920px(h)
Max File Size: 30mb
Encoding: H264
Frame Rate: 25fps
Data Rate: 8mbits/sec or less

Content can also be supplied in flash.swf and Windows Media formats.

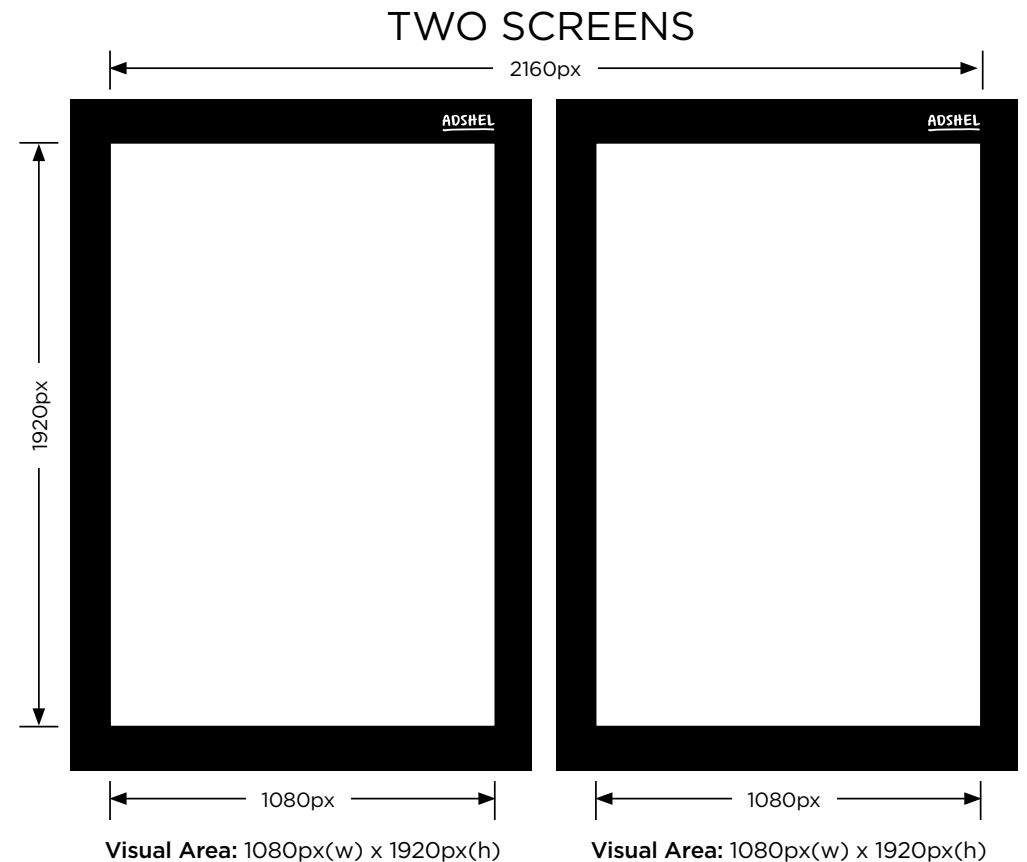
STATIC CONTENT

Format: JPEG
Dimensions: 1080px(w) x 1920px(h)
Max File Size: 30mb
Colour Model: RGB
DPI: 72 or 100

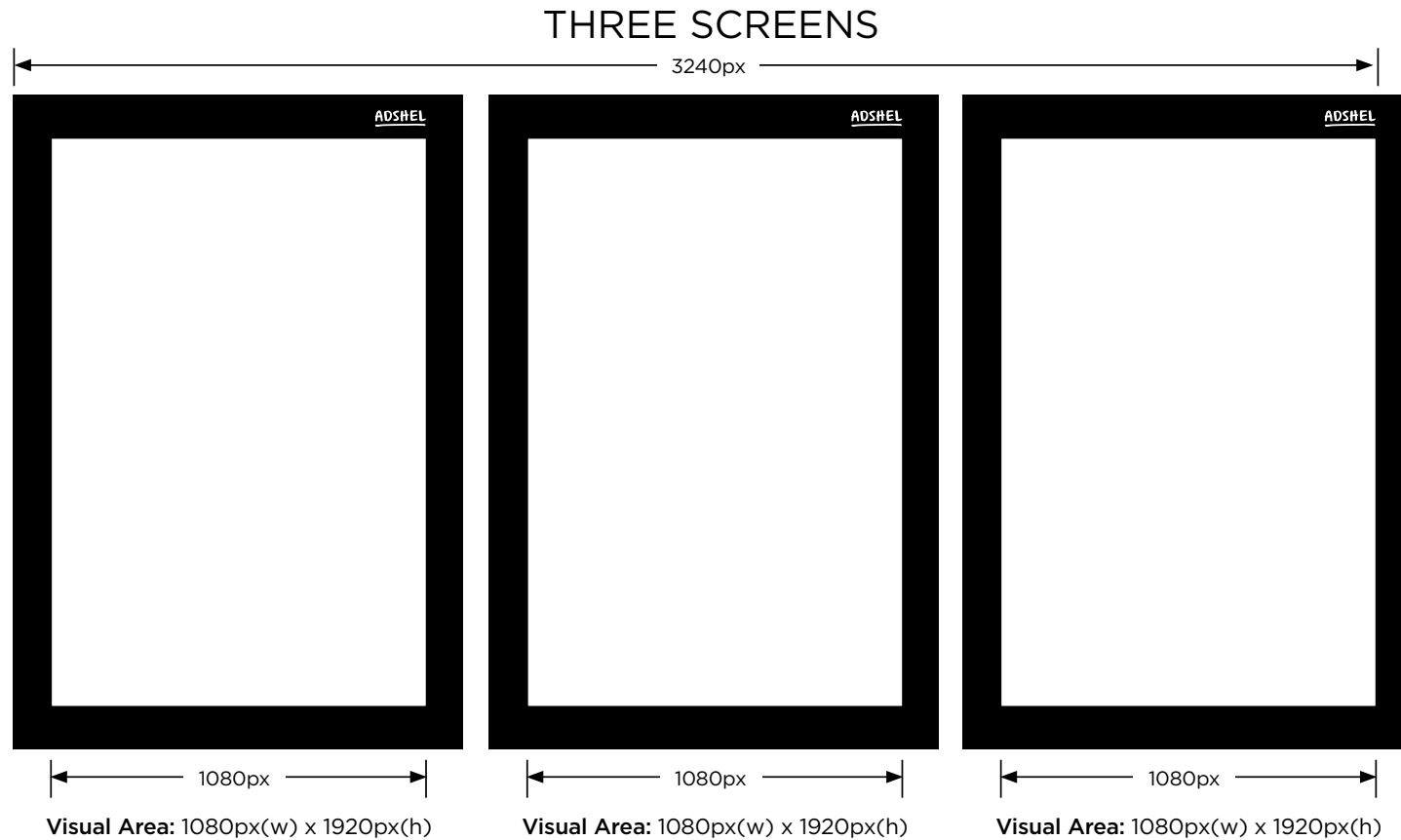
FILE NAMING CONVENTIONS

Files are to be named in the following format:

CLIENTNAME_FILE#OF#_PIXELRATIO.EXT



DIGITAL PORTRAIT SYNCHRONISED MOVEMENT SPECIFICATIONS



DIGITAL PORTRAIT SYNCHRONISED MOVEMENT SPECIFICATIONS

