

# FITZROY

## Sitecard & Production Specs



### Site Information

Cnr Clinton & Devon Sts, New Plymouth

Daily Visuals 25,000

Billboard Size 3.2 x 3.84m

Format Digital

546 Devon Street East, Fitzroy, New Plymouth 4312

### Artwork Size & Duration

1920px wide by 2112px high

This site has a 576 x 576 pixel cutout in the lower right corner. Artwork needs to be supplied at exactly the stated pixel size resolution. No trim, bleed or safe-area is required.

15 Seconds

This is our standard advert length. Different timings may be possible on other boards - please contact us for more details.

### Acceptable Motion Levels

Static only

### Deadlines

Creative Assets - 5 Business Days

When artwork is to be created by our team, assets need to be with us 5 working days prior to campaign launch to ensure ample design & proof time.

Completed Artwork - 1 Business Day

Final artwork to be with our team working day prior to campaign launch, any artwork delivered late is not guaranteed to run on time.

### File Format Specifics

#### Static Artwork

- JPEG (.jpg) format at 'High' quality
- RGB colour mode - CMYK files will not work on our system
- 72 DPI at exact pixel size stated

#### Suggested Naming Convention

SITENAME-ADVERTISER-CAMPAIGN-LIVEDATE (MMYY)

### File Delivery & Enquiries

Files under 10MB can be emailed directly, files over 10MB can be sent via WeTransfer, Dropbox, Google Drive or similar, to the email address below.

For any production questions, please contact the design team (normal office hours apply).

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