GOVER & DEVON

Sitecard & Production Specs





Site Information

Cnr Devon & Gover St, New Plymouth

Daily Visuals 26,000
Billboard Size 4.4 x 2.8m
Format Digital

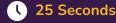
161 Devon Street East, New Plymouth Central, New

Plymouth 4310

Artwork Size & Duration

$1\longleftrightarrow$ 1760px wide by $\overline{1120px}$ high

Artwork needs to be supplied at exactly the stated pixel size resolution. No trim, bleed or safe-area is required.



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

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

ADVERTISER-CAMPAIGN-SITENAME-LIVEDATE (DDMMYY)

File Delivery & Enquiries

Files under 10MB can be emailed directly, files over 10MB can besent 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).



Acceptable Motion Levels



Deadlines



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.



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

