

# SPA ROAD

## Sitecard & Production Specs



### Site Information

Cnr Spa Road & Taniwha Street, Taupo

Daily Visuals 31,000

Billboard Size 8.6 x 2.6m

Format Digital

77 Spa Road, Taupo, 3330

### 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)

### Artwork Size & Duration

←→ **3888px wide by** ↑↓ **1152px high**

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

**8 Seconds**

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

### 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).

**[anasmith@prodigygrowthlabs.com](mailto:anasmith@prodigygrowthlabs.com)**

**03962 1646**

### 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.

