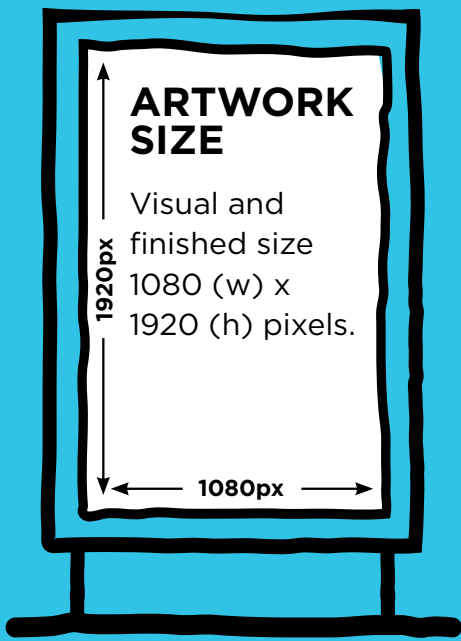


# ADSHEL Live

**Digital Specifications**

# DIGITAL PORTRAIT | SPECIFICATIONS



## MEDIA DELIVERY

➔ **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](https://mediaupload.adshel.net)

### ACCEPTED FORMATS

#### DIGITAL DISPLAY

Display length: **8 seconds.**

#### Preferred Flash.swf

Files may also be supplied in the following formats;

- QuickTime MOV using H264 high quality compression at a minimum of 2500Kbps.
- Windows Media 9 encoded at high quality VBR 2500Kbps.
- All movie files must be supplied using a Square Pixel aspect ratio.
- Artwork can also be supplied as a JPEG file
- JPEG file should be in RGB format
- JPEGs should be supplied at 100 quality or 12 in Photoshop
- Please be aware that if multiple pieces of creative are provided for the same screen size, unless clear material instructions are received, Adshel will schedule assuming an even rotation
- 30MB maximum for each file.

#### FILE NAMING CONVENTIONS

- Files are required to be named in the following format:
- **CLIENTNAME\_FILE#OF#\_PIXELRATIO.EXT**
- **CLIENTNAME** = The client name or campaign name (e.g. CokeSummer)
- **FILE#OF#** = Please indicate which file number

of how many files are sent. (e.g. 1 of 3)

- **PIXELRATIO** = Pixel size (e.g. 1080x1920px)
- **.EXT** = Type of file extension (e.g. .avi .mp4 etc)

*\* Please note files not named as above may become lost or posted on the wrong date*

#### CONTENT DELIVERY APPROVALS

- All content is subject to Adshel testing controls.
- All content must be static display - no animation needed.
- 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](mailto:digitalmedia@adshel.com.au)

**ADSHEL** Live

Contact your account manager for more information [adshel.co.nz](https://adshel.co.nz)