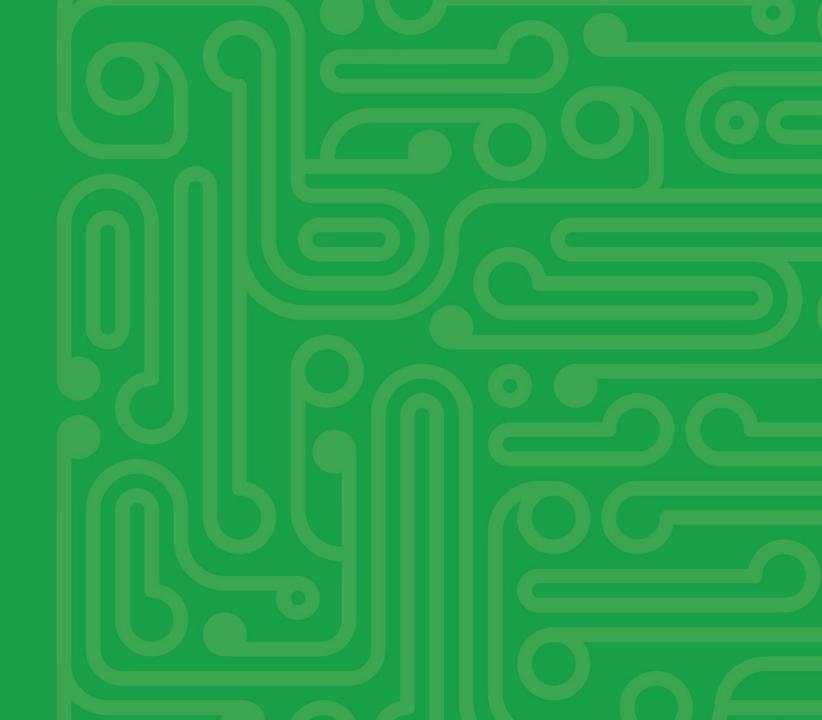
Digital Billboard Specs 1920 x 480px





## **Key Requirements:**

- ✓ JPEG File

Final Size: 1920 x 480px (landscape)

## • Deadline: artwork is due 3 working days prior to live date. Artwork must be received before this deadline. Any delays in receiving artwork may result in campaign being late. production@gomedia.co.nz or Delivery details: please send files to upload https://www.hightail.com/u/GoMediaNZ Please label your file Campaign Number Campaign Name Width x Height **Deadlines & Delivery** e.g., #12345 McDonalds 1920 x 480px • If you have site-specific or date-specific creatives, please either include this in the label or send through a media schedule • Dynamic content: if you are supplying dynamic content such as an HTML web redirect file, please get in touch and we will supply you special specs • Please ensure artwork meets ASA guidelines and Waka Kotahi Technical Requirements (Section 6 "Sign Design") – click links for more details. **ASA & Waka Kotahi** • Advertiser or brand must be clearly identifiable. Requirements • Font must be large and clear – Waka Kotahi recommends font be a minimum of 75mm high for subtext and 150mm for headlines.



