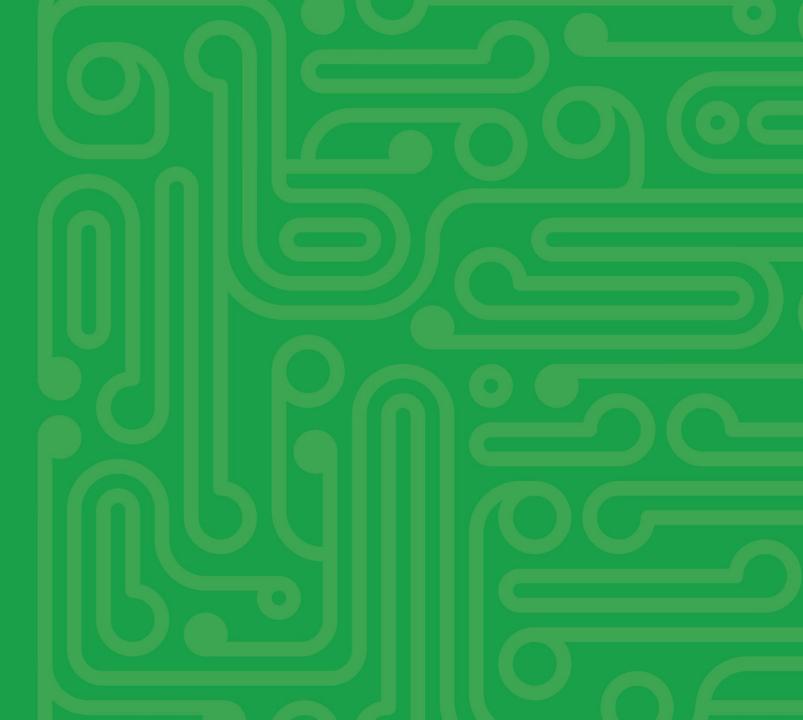
Digital Billboard Specs 1200 x 305px





Key Requirements: ☑ RGB Colour ☑ 72 DPI ☑ JPEG File Final Size:	Deadlines & Delivery	 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. Delivery details: please send files to production@gomedia.co.nz or upload to https://www.hightail.com/u/GoMediaNZ Please label your file Campaign Number_Campaign_Name_Width_x_Height e.g., #12345_McDonalds_1200 x 305px 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
1200 x 305px (landscape)	ASA & Waka Kotahi Requirements	 Please ensure artwork meets <u>ASA</u> guidelines and <u>Waka Kotahi</u> Technical Requirements (Section 6 "Sign Design") – click links for more details. Advertiser or brand must be clearly identifiable. Font must be large and clear – Waka Kotahi recommends font be a minimum of 75mm high for subtext and 150mm for headlines.



