

Digital Billboard Specs 1200 x 305px



Key Requirements:

- ✓ RGB Colour
- ✓ 72 DPI
- ✓ JPEG File

Final Size:
1200 x 305px
(landscape)

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

ASA & Waka Kotahi Requirements

- Please ensure artwork meets [ASA](#) guidelines and [Waka Kotahi](#) 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.

