



ADSHEL



ABOVE & BEYOND

INTRODUCING THE NEW  
RANGE ROVER VELAR

Search Velar SUV



# ADSHEL LIVE

PRODUCTION SPECIFICATIONS

ADSHEL

RELEVANCE AT  
SCALE

## DIGITAL PORTRAIT SPECIFICATIONS

### STATIC CONTENT ONLY

**NO animation permitted on digital roadside site**

**Format:** JPEG

**Dimensions:** 1080px(w) x 1920px(h)

**Max File Size:** 30mb

**Colour Model:** RGB

**DPI:** 72 or 100

### FILE NAMING CONVENTIONS

Files are to be named in the following format:

CLIENTNAME\_FILE#OF#\_PIXELRATIO.EXT

### CONTENT DELIVERY APPROVALS

**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](http://mediaupload.adshel.net)

All content is subject to Adshel testing controls.

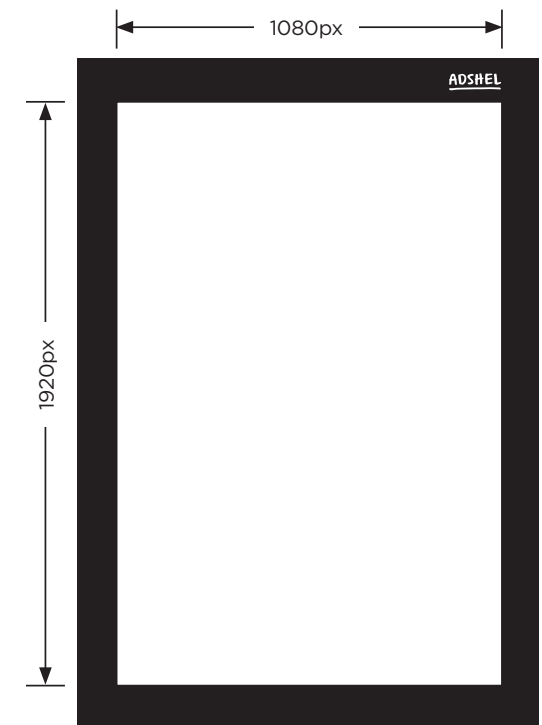
All content must be static display - no animation needed.

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)**



Visual Area: 1080px(w) x 1920px(h)