



ADSHEL



ABOVE & BEYOND

INTRODUCING THE NEW
RANGE ROVER VELAR

Search Velar SUV



130 UYP

ADSHEL LIVE

PRODUCTION SPECIFICATIONS

ADSHEL

RELEVANCE AT
SCALE

ADSHEL LIVE

PRODUCTION SPECIFICATIONS

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

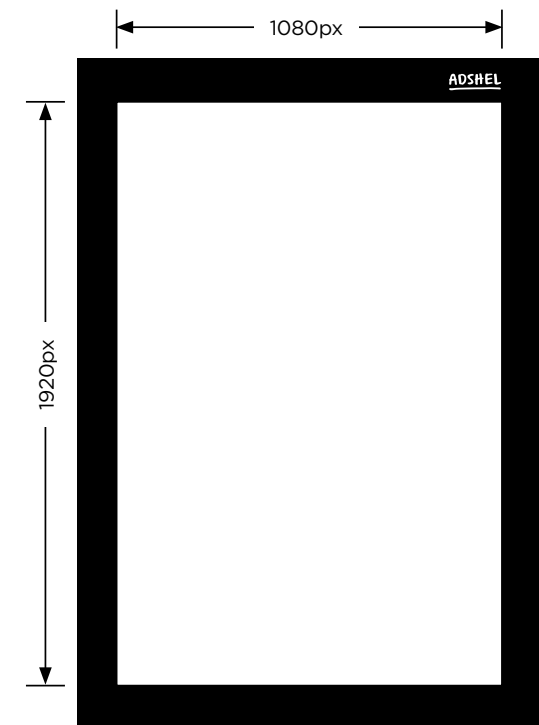
Media deadline: 4 working days prior to display date
File transfer: Final artwork to be transferred via Adshel's Media Upload Portal at mediaupload.adshel.net

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



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