

W&R MANCHESTER

73 MANCHESTER ST, CHRISTCHURCH



Council Restrictions.

- The use of full video animation is prohibited.
- Content changes must not occur within 8 second periods.
- Advertisers must not use the predominant (full-screen with no other design features) colour use of Green, Orange, Red and White.



Artwork Specifications.

Screen Dimensions: 6.0m (w) x 4.0m (h)
Pixel Dimensions: 496 px (w) x 336 px (h)

Important Info: If you are displaying one ad for the 16 second duration please supply as a static file format if you are displaying two ads within the 16 second ad duration please supply to video file format below.

File Format (Static)

- Resolution: 72dpi
(can be supplied higher but not necessary)
- File Type: JPG
- Dimensions 496px (w) x 336px (h)
- Maximum media size: 1MB
(export files as to not compromise quality)

File Format (Video)

- MP4 (h264) video content
- 30 frames per second (fps) maximum
- Dimensions 496px (w) x 336px (h)
- 16-second maximum length (video must have a .04 second fade between two 8-second long static creatives)
- Maximum media size: 30MB

Delivery Details & Deadlines

- Artwork containing under 5 daily change outs must be supplied by deadline 10am 3 business days prior to campaign commencement.
- Artwork containing >5 daily change outs must be supplied by deadline 10am, 5 business days prior to commencement.
- The artwork files need to be sent through to:
matt@whistleandride.co.nz including subject line:
Campaign I.D_Screen_Date

Support.

All artwork files can be sent to:
matt@whistleandride.co.nz

For any technical support email:
advertise@whistleandride.co.nz

Cut through in the Wild West...

Keep it simple The first step to creating effective messages is to keep the wording short and succinct. Avoid using complete sentences. Don't use eight words when four will do. Stick with short, simple words for quick comprehension by motorists. Each message should present a single idea.

Keep it big: Large text allows motorists to see your message from a greater distance and increases impressions. If your text is too small, your audience won't have sufficient time to read and comprehend the message before driving by. Although the software allows for a smaller character height we recommend characters at least 300mm (60px).tall.

Keep it clean: Avoid using thin fonts as well as most script fonts. Thin character strokes don't maintain legibility over long distances. Use thick, heavy fonts to increase readability. Bolding your font is an excellent way to add weight to your message.

Keep it colourful: High colour contrast is a key ingredient. Like large text, the right colour combinations can make your messages more legible from a greater distance. Text and background colours should combine in a way that is pleasing to look at and let your messages be easily read.