

## ARTWORK SPECIFICATIONS

# LARGE FORMAT DIGITAL **THE SPENCER**

Output (Southern Cross Station, Melbourne)	
Resolution:	512px (w) x 576px (h)
Aspect Ratio:	8:9
Accepted bitmaps:	jpeg, png8, png24
Accepted videos:	MOV(.mov), MPEG-2 (.ts), MPEG-4 (.mp4)
Audio:	None
Max file size:	30mb
Duration:	15 seconds
Encoding:	Video Codec: H264 or AVC or MPEG-4 Part 10 Profile: Main Profile Profile Level: 4.2 Maximum Max. Bit rate: 26 Mbps Ref Frame: 2, 4 (8 maximum) Encoding: 2 pass recommended Chromatic Subsample: 4:2:0 Colour Depth: 8 bits Image Type: Progressive CABAC: Recommended Variable Frame Rate: None Subtitles: None

### Artwork Checklist:

Please supply content at the correct aspect ratio to avoid distortion or letterboxing.

Files are required to be named in the following format:  
CampaignName\_TheSpencer\_LiveDate YYYY\_MM\_DD

Media files must be received by [au\\_digital@jcdecaux.com](mailto:au_digital@jcdecaux.com)  
at least one week prior to campaign start date.

