

VMO

#1 for attention

DIGITAL PRODUCT SPECIFICATIONS

valmorganoutdoor.com

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Landscape 16:9

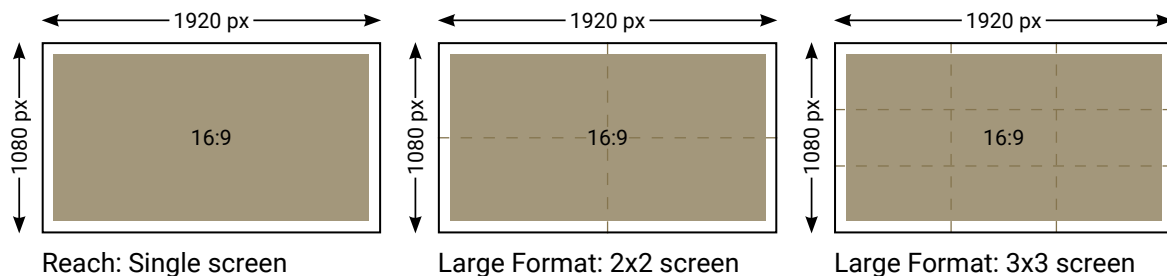
Suitable for Shop Reach, Shop Large Format & Shop Large Format Platinum Screens

Specs

| | |
|--------------|--------------------|
| Overall size | 1920 x 1080 pixels |
| Aspect ratio | 16:9 |
| Ad duration | 7 seconds (25fps) |
| Format | MP4 |

Notes

- All file formats should be in high resolution with minimal compression
- Flash files not accepted
- Audio not supported



Deadline & Delivery Details

- Completed creative is required 6 business days prior to the commencement of your campaign
- Email: vmo.team.pulse@valmorganoutdoor.com
- Send files via Hightail, Dropbox or a download link



Portrait 9:16

Suitable for Shop Reach, Shop Large Format, Shop Large Format Platinum, OTG Reach & Active Reach Screens

Specs

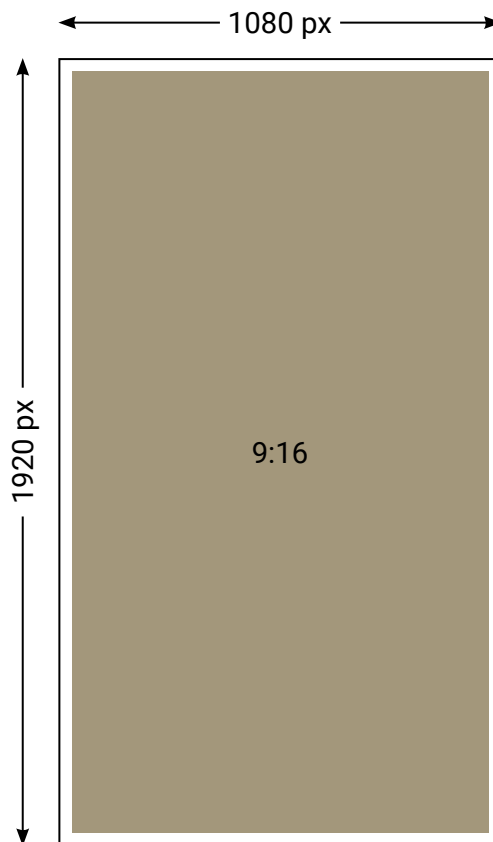
| | |
|--------------|--------------------|
| Overall size | 1080 x 1920 pixels |
| Aspect ratio | 9:16 |
| Ad duration | 7 seconds (25fps) |
| Format | MP4 |

Notes

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- Flash files not accepted
- Audio not supported

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Ultrawide 24:9

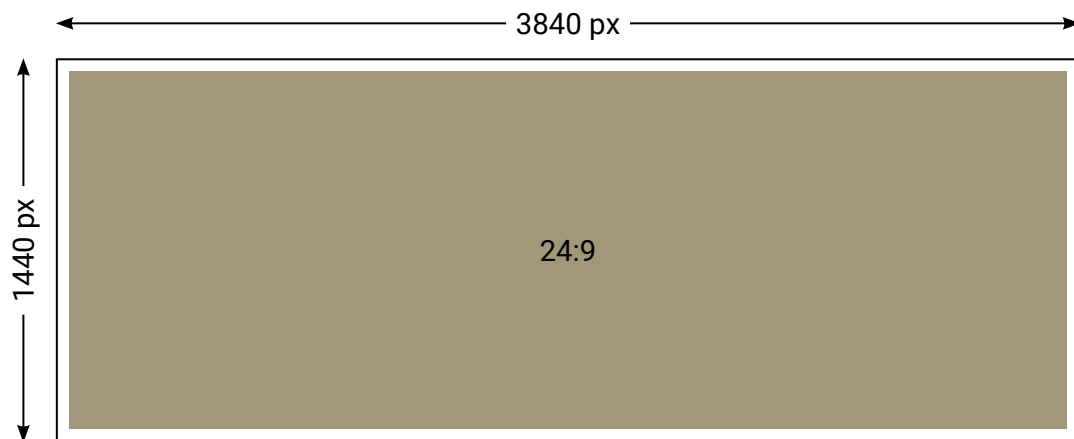
Suitable for Shop Large Format Screens

Specs

| | |
|--------------|--------------------|
| Overall size | 3840 x 1440 pixels |
| Aspect ratio | 24:9 |
| Ad duration | 7 seconds (25fps) |
| Format | MP4 |

Notes

- All file formats should be in high resolution with minimal compression
- Flash files not accepted
- Audio not supported



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VM0



Ultrawide 32:9

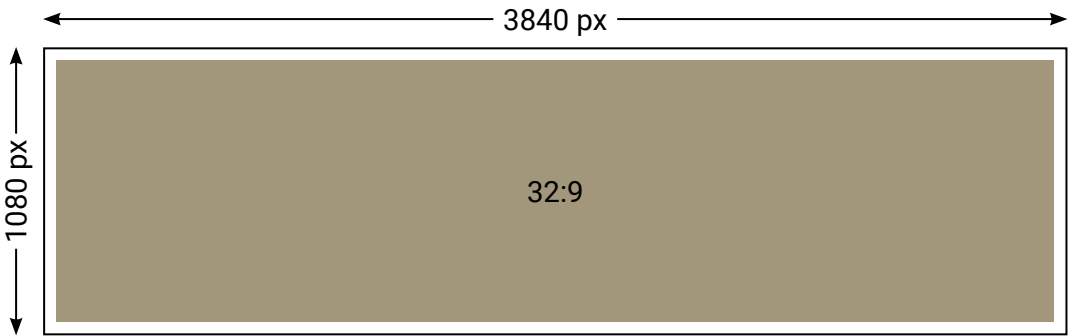
Suitable for Shop Large Format, Shop Large Format Platinum & Active Reach Screens

Specs

| | |
|--------------|--------------------|
| Overall size | 3840 x 1080 pixels |
| Aspect ratio | 32:9 |
| Ad duration | 7 seconds (25fps) |
| Format | MP4 |

Notes

- All file formats should be in high resolution with minimal compression
- Flash files not accepted
- Audio not supported



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Ultrawide 36:9

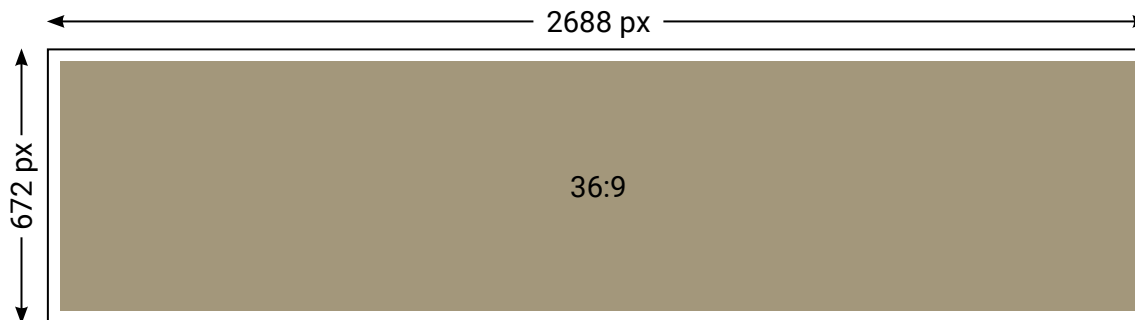
Suitable for Shop Large Format Platinum Screens

Specs

| | |
|--------------|-------------------|
| Overall size | 2688 x 672 pixels |
| Aspect ratio | 36:9 |
| Ad duration | 7 seconds (25fps) |
| Format | MP4 |

Notes

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- Flash files not accepted
- Audio not supported



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- Send files via Hightail, Dropbox or a download link



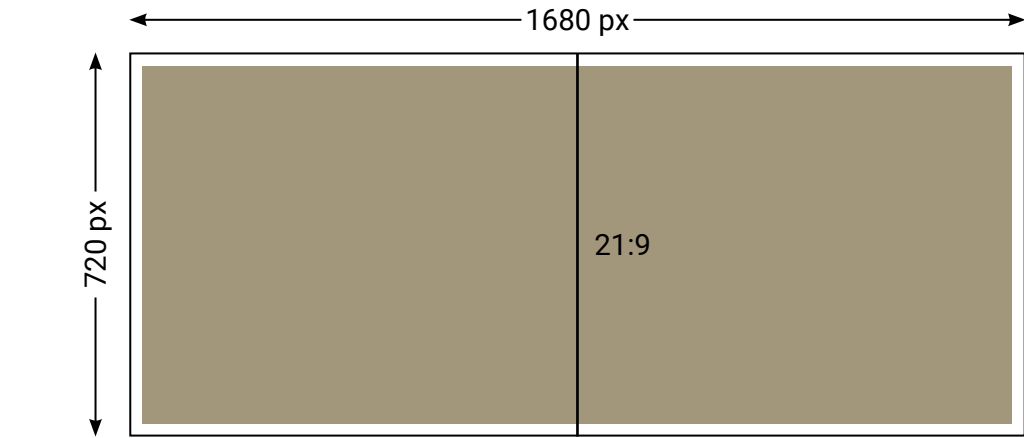
Pran Central

Specs

| | |
|--------------|---------------------|
| Overall size | 1680 x 720 pixels |
| Aspect ratio | 21:9 |
| Ad duration | 30 seconds (static) |
| Format | JPG, PNG |

Permit Limitations

Display of phone numbers and/or emails not permitted



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- Send files via Hightail, Dropbox or a download link

VMO

Notes

- All file formats should be in high resolution with minimal compression
- Flash files not accepted
- Audio not supported



VMO SCREENS

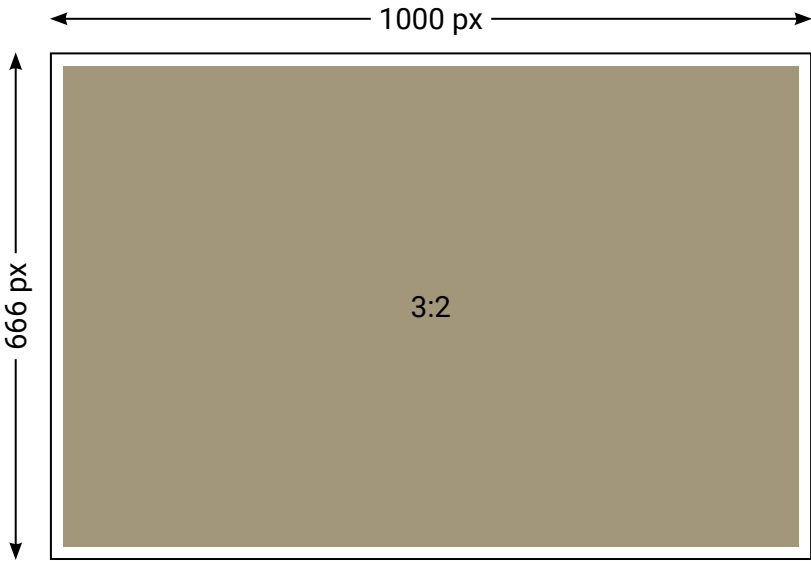
Chevron Renaissance

Specs

| | |
|--------------|---------------------|
| Overall size | 1000 x 666 pixels |
| Aspect ratio | 3:2 |
| Ad duration | 15 seconds (static) |
| Format | JPG, PNG |

Notes

- All file formats should be in high resolution with minimal compression
- Flash files not accepted
- Audio not supported



Deadline & Delivery Details

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- Email: vmo.team.pulse@valmorganoutdoor.com
- Send files via Hightail, Dropbox or a download link



Northcote Central

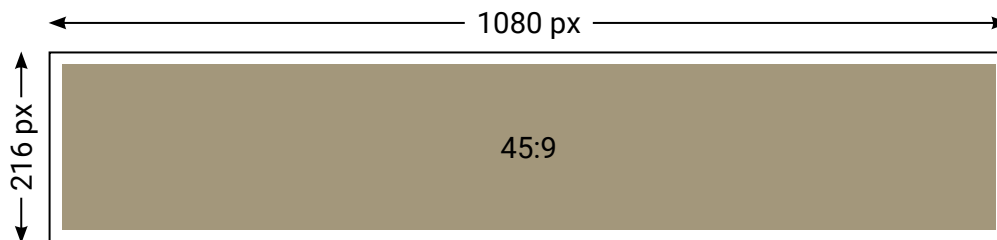
Specs

| | |
|--------------|---------------------|
| Overall size | 1080 x 216 pixels |
| Aspect ratio | 45:9 / 32:9 |
| Ad duration | 10 seconds (static) |
| Format | JPG, PNG |

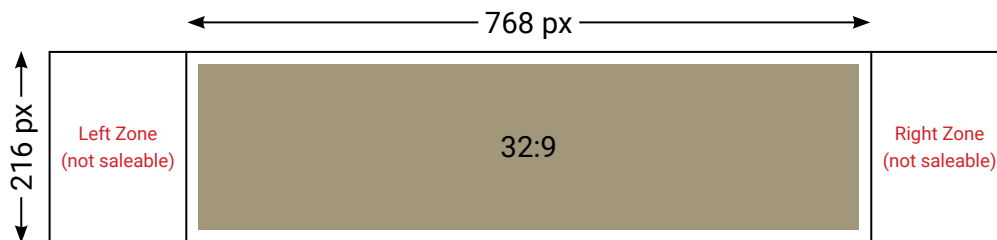
Notes

- All file formats should be in high resolution with minimal compression
- Flash files not accepted
- Audio not supported

Option 1



Option 2



Deadline & Delivery Details

- Completed creative is required 6 business days prior to the commencement of your campaign
- Email: vmo.team.pulse@valmorganoutdoor.com
- Send files via Hightail, Dropbox or a download link

VMO

VMO SCREENS

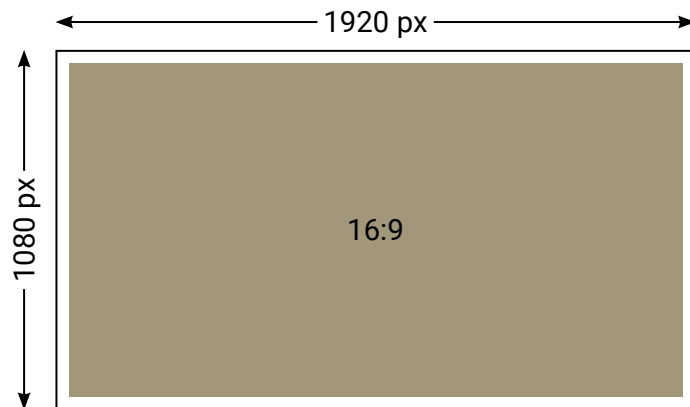


TV Network

Suitable for Active TV & OTG TV

Specs

| | |
|--------------|--------------------|
| Overall size | 1920 x 1080 pixels |
| Aspect ratio | 16:9 |
| Ad duration | Refer to contract |
| Format | MP4 |



Deadline & Delivery Details

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- Email: vmo.team.pulse@valmorganoutdoor.com
- Send files via Hightail, Dropbox or a download link

VM0

Notes

- Flash files not accepted
- **Active TV:**
 - **Audio is mandatory**
 - Audio should be at a level of -3db
- **OTG TV:**
 - **Audio is available but not mandatory**
 - Audio should be at a level of -12db



VM0 SCREENS



A3 Panel

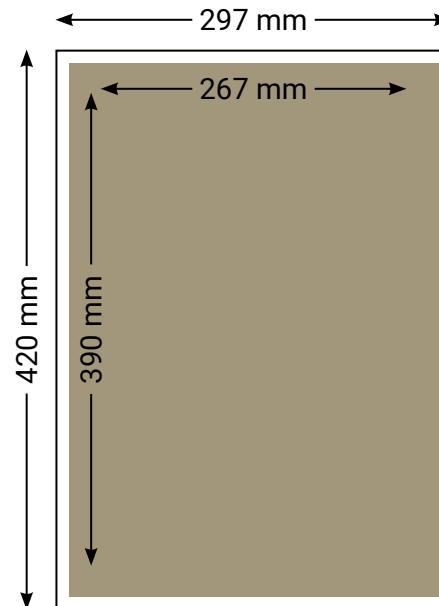
Specs

| | |
|--------------|--------------|
| Overall size | 297 x 420 mm |
| Safe area | 267 x 390 mm |
| Format | PDF |

Notes

- All file formats should be in high resolution (300dpi) with no compression
- Remove all alpha channels prior to saving
- Do not apply compression options when saving
- Flatten bitmap and vector links – try to avoid overlapping boxes on multiple layers if possible
- Illustrator & Photoshop files should always be flattened before importing into InDesign or Quark
- Vector/Illustrator/Corel files should always be flattened and saved as an EPS if it's going to be scales (but preferably as a TIFF as then it will be rasterised)
- Save bitmap images as TIFF files (unless they contain a clipping path for a cut-out – in which case save as a flattened EPS)
- When saving the completed artwork as PDF, always print to Postscript (using the high-res transparency flattener in InDesign), then distill the PDF to PDF version 1.3 (which will give best results for printing)
- Remove any/all logos and slugs from the bleed area

VMO



If the client is organising printing:

- Ensure all A4 Active ads are laminated (encapsulated)
- Laminated edges cannot be more than 2mm larger than actual size
- 300 GSM recommended

If VMO Active is organising printing:

- Ensure all files include a bleed of 3mm and 3mm trim offset at 0.25pt



Deadline & Delivery Details

- Completed creative is required 15 business days prior to the commencement of your campaign
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- Send files via Hightail, Dropbox or a download link

Decals

Specs

Fitness First

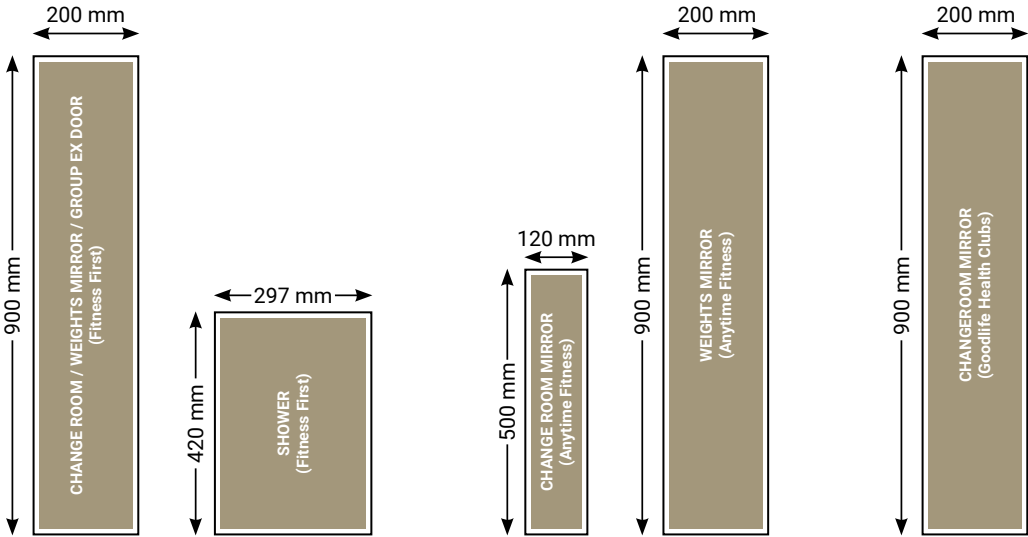
| | |
|--|--------------|
| Changeroom Mirror / Weights Mirror / Group Ex Door | 200 x 900 mm |
| Shower Decal | 297 x 420 mm |

Anytime Fitness

| | |
|-------------------|--------------|
| Changeroom Mirror | 120 x 500 mm |
| Weights Mirror | 200 x 900 mm |

Goodlife Health Clubs

| | |
|-------------------|--------------|
| Changeroom Mirror | 200 x 900 mm |
|-------------------|--------------|



(Notes shown on next page)



Decals (cont.)

Notes

- All file formats (PDF) should be in high resolution (300dpi) with no compression
- Remove all alpha channels prior to saving
- Do not apply compression options when saving
- Flatten bitmap and vector links – try to avoid overlapping boxes on multiple layers if possible
- Illustrator and Photoshop files should always be flattened before importing into InDesign or Quark
- Vector/Illustrator/Corel files should always be flattened and saved as an EPS if it's going to be scaled (but preferably as a TIFF as then it will be rasterised)
- Save bitmap images as TIFF files (unless they contain a clipping path for a cut-out – in which case save as a flattened EPS)
- When saving the completed artwork as PDF, always print to Postscript (using the high-res transparency flattener in InDesign), then distill the PDF to PDF version 1.3 (which will give best results for printing)
- Remove any/all logos and slugs from the bleed area
- Ensure all files include a bleed of 10mm
- The change room mirror decals can only be displayed vertically (with the exception of Anytime Fitness); for larger mirrors on the gym floor, mirror decals may be used either vertically or horizontally

Proofs

- If arranged prior, a PDF digital proof can be provided upon request if client wishes to approve the job before going to print. Approval must be made within 24 hours of receiving the PDF.

Deadline & Delivery Details

- Completed creative is required 15 business days prior to the commencement of your campaign
- Email: vmo.team.pulse@valmorganoutdoor.com
- Send files via Hightail, Dropbox or a download link

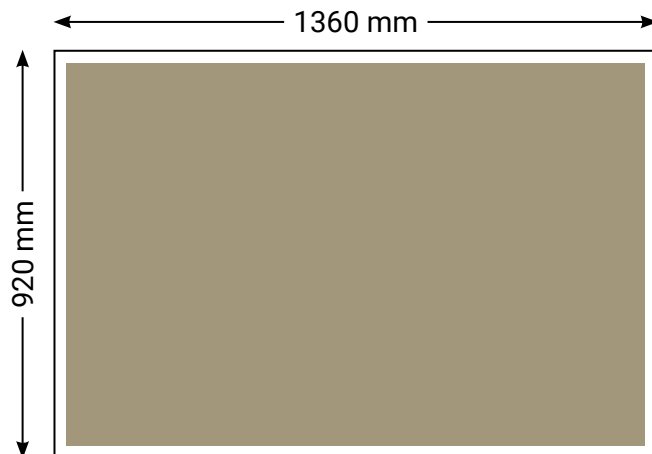
Sample Tubs

Specs

| | |
|--------------|---------------|
| Overall size | 1360 x 920 mm |
| Bleed | 10 mm |
| Format | PDF |

Notes

- All file formats should be in high resolution (300dpi) with no compression
- Remove all alpha channels prior to saving
- Do not apply compression options when saving
- Flatten bitmap and vector links – try to avoid overlapping boxes on multiple layers if possible
- Illustrator and Photoshop files should always be flattened before importing into InDesign or Quark
- Vector/Illustrator/Corel files should always be flattened and saved as an EPS if it's going to be scaled (but preferably as a TIFF as then it will be rasterised)
- Save bitmap images as TIFF files (unless they contain a clipping path for a cut-out – in which case save as a flattened EPS)
- When saving the completed artwork as PDF, always print to Postscript (using the high-res transparency flattener in InDesign), then distill the PDF to PDF version 1.3 (which will give best results for printing)



Deadline & Delivery Details

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- Email: vmo.team.pulse@valmorganoutdoor.com
- Send files via Hightail, Dropbox or a download link

Sample Kiosk

Specs

| | |
|--------------|--------------------|
| Overall size | 1080 x 1920 pixels |
| Aspect ratio | 9:16 |
| Format | MP4 & AI / PSD |

Notes

- File bit rate: below 5,000
- Also supply low resolution files in 900 x 1600 pixels
- Layered PSD must include fonts and final export
- All file formats should be in high resolution with minimal compression
- Flash files not accepted
- Audio not supported

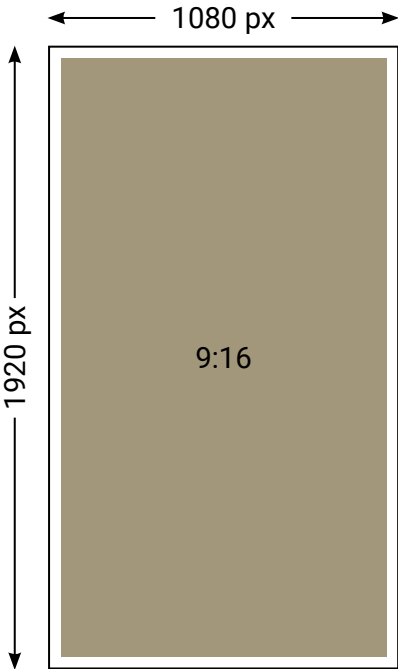
If a custom QR code redirect page is required:

- Web page background graphic dimensions: 375 x 700 pixels
- File format: layered PSD

Deadline & Delivery Details

- Screen creatives due 4 weeks prior to campaign start date – refer to your account manager

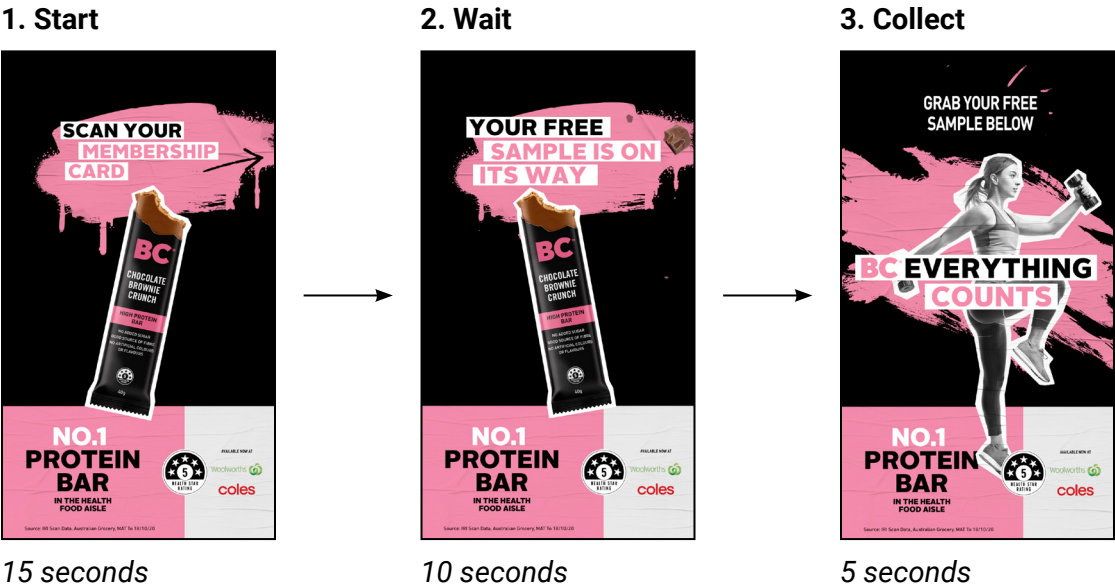
(User Journey examples shown on next two pages)



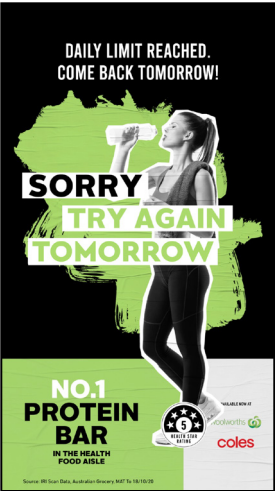
Sample Kiosk (cont.)

User Journey Example – Fitness First

User scans membership card on the kiosk to receive a free sample



Daily limit example



10 seconds

Out of stock example



10 seconds

Technical issue example



10 seconds

Holding screen / brand ad example

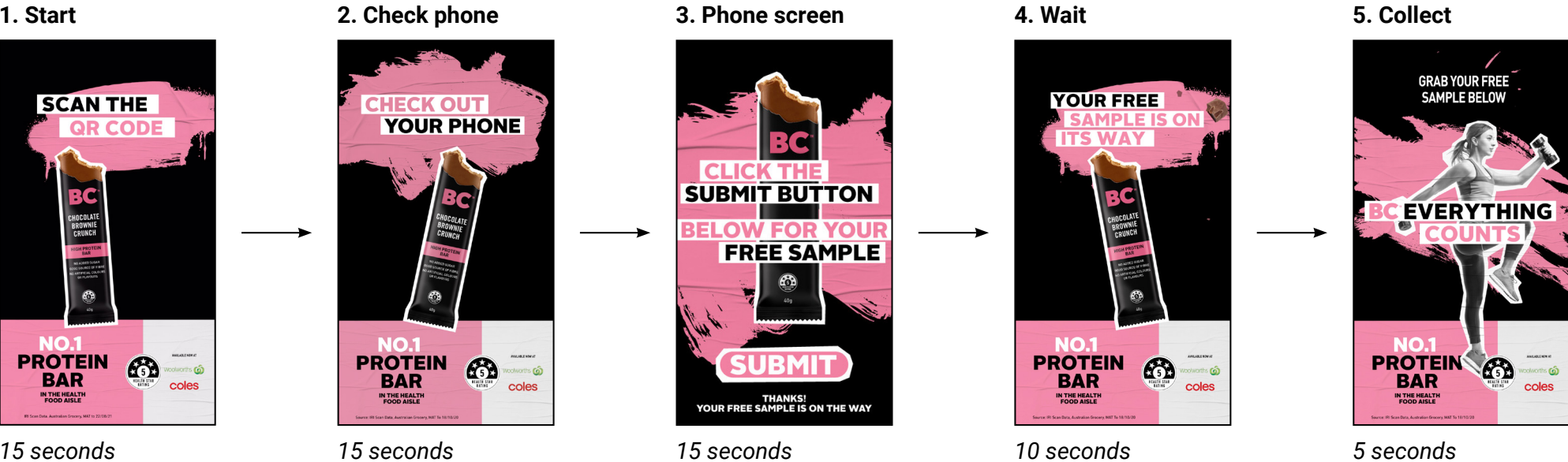


10 seconds

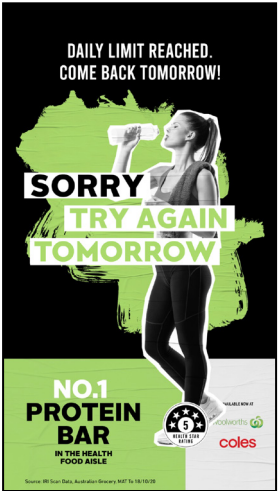
Sample Kiosk (cont.)

User Journey Example – Goodlife Health Clubs

User scans QR code on the kiosk screen using their phone to receive a free sample (QR code to be overlaid by developer)

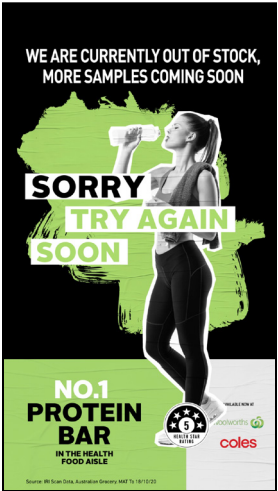


Daily limit example



10 seconds

Out of stock example



10 seconds

Technical issue example



10 seconds

Holding screen / brand ad example



10 seconds

Sample Kiosk (Multi-Product)

Specs

| | |
|--------------|--------------------|
| Overall size | 1080 x 1920 pixels |
| Aspect ratio | 9:16 |
| Format | MP4 & PSD |

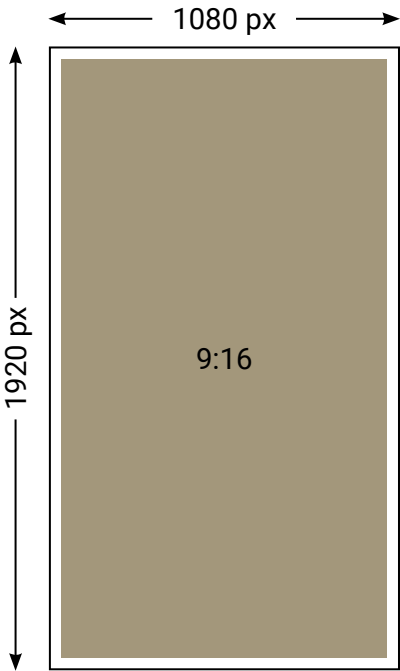
Notes

- Also supply low resolution files in 900 x 1600 pixels
- Layered PSD must include fonts and final export
- All file formats should be in high resolution with minimal compression
- Interactive slide as MP4 & PSD, without buttons
- Interactive buttons in PNG format
- Flash files not accepted
- Audio not supported

Deadline & Delivery Details

- Screen creatives due 4 weeks prior to campaign start date – refer to your account manager

(User Journey example shown on next page)



Sample Kiosk (Multi-Product) (cont.)

User Journey Example

Slide 1: Home page



15 second rotation

Slide 2: Select your product



10 seconds

Faded out sample to show Option 1 or Option 2 is out of stock

Slide 3: Please wait



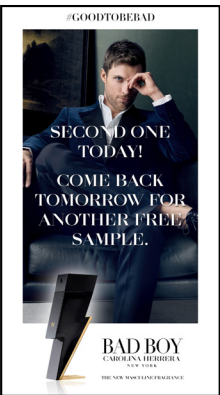
5 seconds

Slide 4: Collect



5 seconds

Daily limit example



10 seconds

Out of stock example



10 seconds

Holding screen / brand ad example



10 seconds

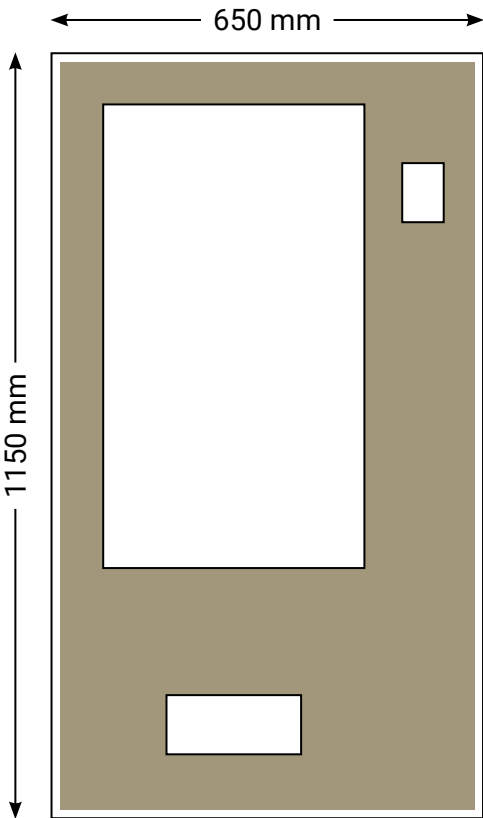
Sample Kiosk (Decal)

Specs

| | |
|--------------|---------------|
| Overall size | 650 x 1150 mm |
| Format | PDF |

Notes

- Please use supplied knifeline template document when designing
- All file formats should be in high resolution (300dpi) with no compression
- Remove all alpha channels prior to saving
- Do not apply compression options when saving
- Flatten bitmap and vector links – try to avoid overlapping boxes on multiple layers if possible
- Illustrator and Photoshop files should always be flattened before importing into InDesign or Quark
- Vector/Illustrator/Corel files should always be flattened saved as an EPS if it's going to be scaled (but preferably as a TIFF as then it will be rasterised)
- Save bitmap images as TIFF files (unless they contain a clipping path for a cut-out – in which case save as a flattened EPS)
- When saving the completed artwork as PDF, always print to Postscript (using the high-res transparency flattener in InDesign), then distill the PDF to PDF version 1.3 (which will give best results for printing)



Proofs

- If arranged prior, a PDF digital proof can be provided upon request if client wishes to approve the job before going to print. Approval must be made within 24 hours of receiving the PDF.



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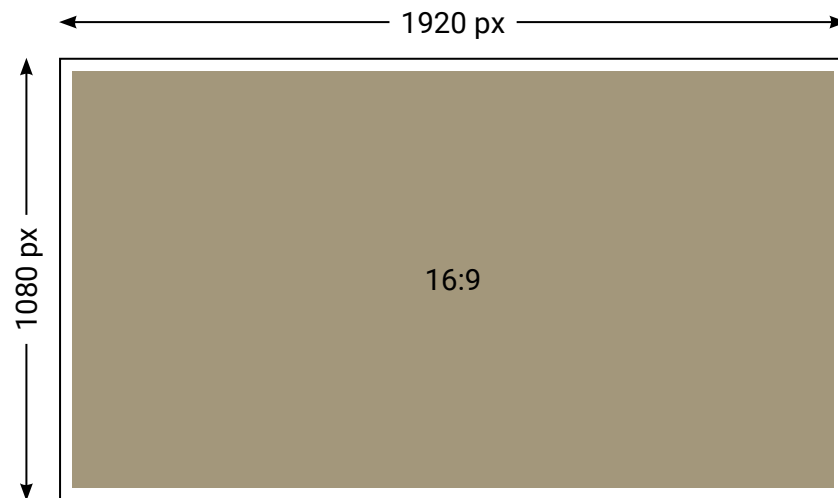
Reach Screens

Specs

| | |
|--------------|--------------------|
| Overall size | 1920 x 1080 pixels |
| Aspect ratio | 16:9 |
| Ad duration | 10 seconds (25fps) |
| Format | MP4 |

Notes

- All file formats should be in high resolution with minimal compression
- Flash files not accepted
- Audio not supported

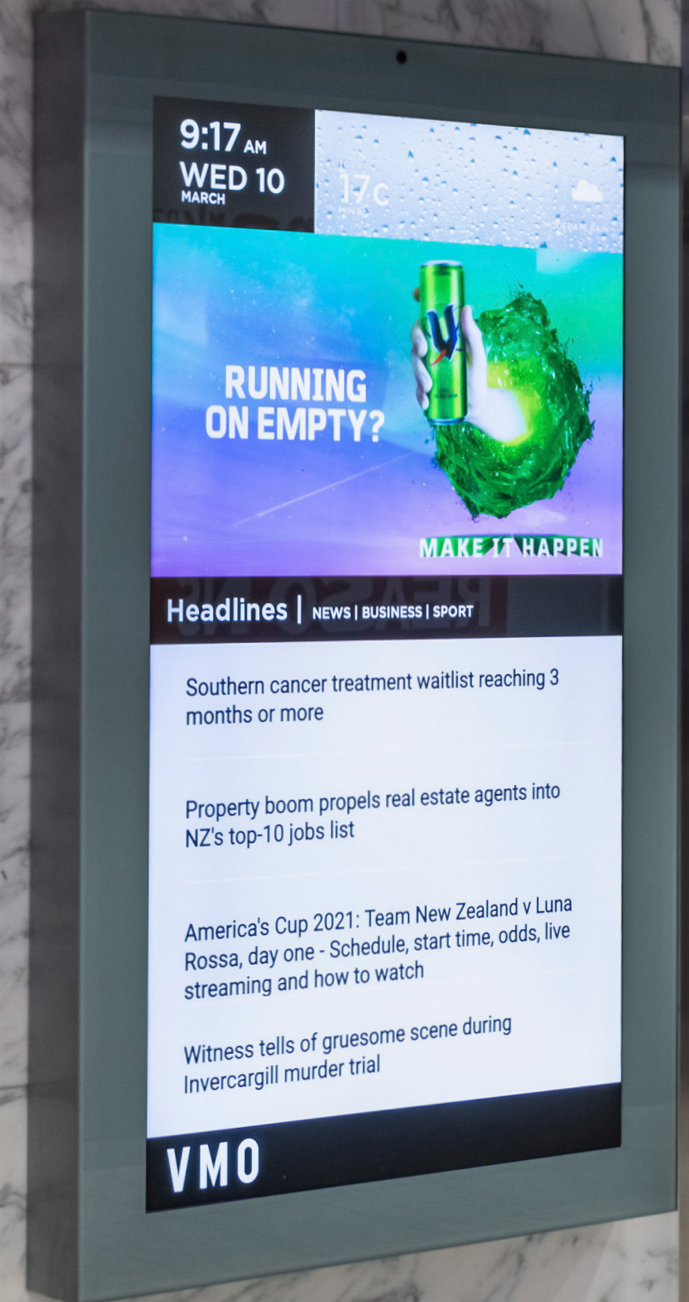


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- Send files via Hightail, Dropbox or a download link

VMO

VMO WORK



Impact Screens

Specs

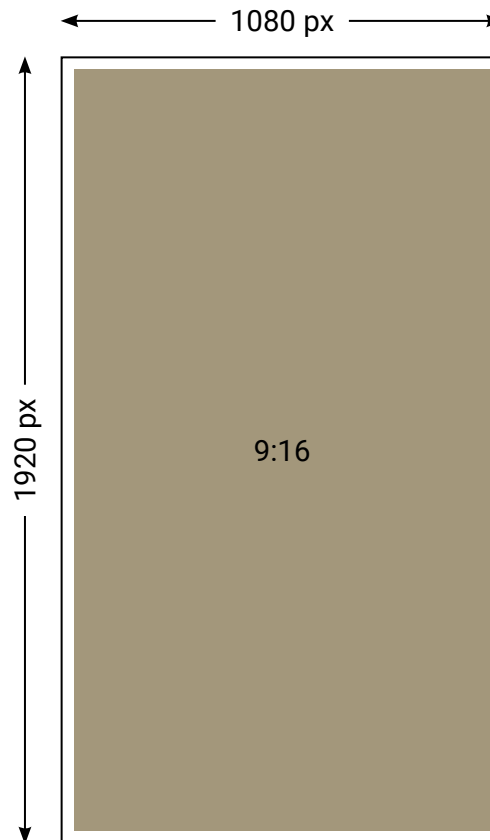
| | |
|--------------|--------------------|
| Overall size | 1080 x 1920 pixels |
| Aspect ratio | 9:16 |
| Ad duration | 10 seconds (25fps) |
| Format | MP4 |

Notes

- All file formats should be in high resolution with minimal compression
- Flash files not accepted
- Audio not supported

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- Completed creative is required 6 business days prior to the commencement of your campaign
- Email: vmo.team.pulse@valmorganoutdoor.com
- Send files via Hightail, Dropbox or a download link



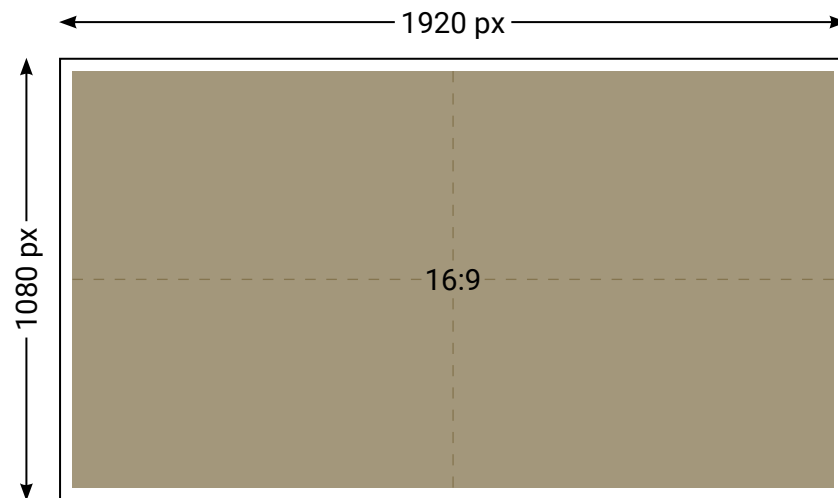
Impact+ Screens

Specs

| | |
|--------------|--------------------|
| Overall size | 1920 x 1080 pixels |
| Aspect ratio | 16:9 |
| Ad duration | 10 seconds (25fps) |
| Format | MP4 |

Notes

- All file formats should be in high resolution with minimal compression
- Flash files not accepted
- Audio not supported



Deadline & Delivery Details

- Completed creative is required 6 business days prior to the commencement of your campaign
- Email: vmo.team.pulse@valmorganoutdoor.com
- Send files via Hightail, Dropbox or a download link

VMO

VMO WORK

