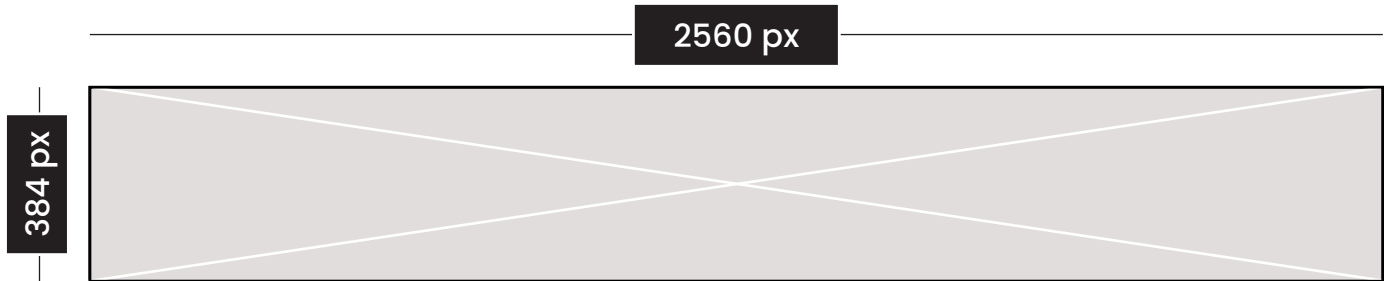


DIGITAL SPECTACULAR HALIFAX SHOPPING CENTRE



This document covers the production specs to build panoramic ads. Best practices for producing effective and attractive visuals. What files to send our production team to build your ads in full-motion video. Uploading artwork to our WeTransfer page.

DIGITAL SPECTACULAR TECHNICAL SPECIFICATIONS



Content Resolution	Pixel Geometry	Aspect Ratio	Frame Rate	Encoding	Recommended bit rate	Recommended font size	Static images	Video length
2560 x 384 pixels	Square (1:1)	20:3	30 FPS	Mpeg 4 (H:264)	4-8 Mbit/Sec	60 pt	PNG, Photoshop, Jpeg, Tiff	10 seconds

*Ads are sold as 10 seconds. Other lengths are possible, contact us for more information.

Neo's **Digital Spectacular** has a resolution of 2560 pixels wide by 384 pixels high.

IMPORTANT: Send one large video/static file 2560 x 384 px

CREATIVE RECOMMENDATIONS

- Simplicity is the best strategy for an effective message.
- Text should be large, bright and good contrast from the background.
- Avoid text over busy background.
- Avoid very thin text on bright backgrounds.
- 5 words per 5 seconds is a good system to follow. Small fonts or lots of text is ineffective.
- Test your creative: <http://www.neo-oo.com/en/be-creative>
- Animations are more effective than static. (We provide in-house production at a reduced rate for advertisers)

IN-HOUSE PRODUCTION

- We offer full in-house video production for clients, tenants and property owners.
- You send us your creative assets and we'll bring them to life.
- We have a deep commitment to delivering high quality production and how best to utilize the medium.

FILE FORMATS

We accept most digital documents; Photoshop, Illustrator, InDesign After Effects projects, C4D, Element 3D.
File formats; .Jpeg, .PNG, .ai, .eps, .psd, .tiff.

DELIVERING YOUR CONTENT

CREATIVE DEADLINES

Final creative (video or static) that has been built to spec should be delivered 2 business days prior to the start date. Any creative delivered under 48 hours could be subject to delays. Creative being produced by the Neo production team requires 10 business days prior to the start date.

ELECTRONIC DELIVERY

Files can be uploaded to our WeTransfer

<https://neo-oooh.wetransfer.com>

After successfully uploading all your creative assets please send an email to production@neo-oooh.com to inform us. We'll verify with you that everything meets our specifications.

IMPORTANT: If no acknowledgment is sent by Neo within 24 hours after sending your material, it is your responsibility to contact us to follow up as for the receipt of your advertising material.

PRIVACY

Files will be deleted once we've downloaded them from WeTransfer. Nobody but Neo has permission to download files.

Neo has final approval on all creatives submitted

FOR ANY QUESTIONS PLEASE CONTACT
SOMEONE FROM OUR PRODUCTION TEAM

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