

# LIARDET

## Sitecard & Production Specs



### Site Information

#### Cnr Devon & Liardet St, New Plymouth

👁 Daily Visuals	21,300
📺 Billboard Size	5.2 x 3.2m plus 3.6 x 3.2m
💡 Format	Digital

### Artwork Size & Duration

#### Side One (Left)

↔ 1080px wide by ↑ 960px high

#### Side Two (Right)

↔ 1560px wide by ↑ 960px high

These two boards join at a 90 degree angle around the corner. Both sides do not have to be identical, but the message must be clear if you only see one side.

**Artwork needs to be supplied at exactly the stated pixel size resolution.** No trim, bleed or safe-area is required.

#### 🕒 15 Seconds

This is our standard advert length. Different timings may be possible on other boards - please contact us for more details.

### Acceptable Motion Levels

#### ✓ Static only

Creative guidelines can be found at [www.mad.nz/Creative](http://www.mad.nz/Creative)

### Deadlines

#### 📅 Creative Assets - 5 Business Days

When artwork is to be created by our team, assets need to be with us 5 working days prior to campaign launch to ensure ample design & proof time.

#### 📅 Completed Artwork - 1 Business Day

Final artwork to be with our team working day prior to campaign launch, any artwork delivered late is **not guaranteed to run on time.**

### File Format Specifics

#### Static Artwork

- JPEG (.jpg) format at 'High' quality
- RGB colour mode - CMYK files will not work on our system
- 72 DPI at exact pixel size stated

#### Suggested Naming Convention

ADVERTISER-CAMPAIGN-SITENAME-LIVEDATE (DDMMYY)

### File Delivery & Enquiries

Files under 10MB can be emailed directly, files over 10MB can be sent via WeTransfer, Dropbox, Google Drive or similar, to the email address below.

For any production questions, please contact the design team (normal office hours apply).

✉ [creative@mad.nz](mailto:creative@mad.nz)

☎ 0800 2 GO MAD

