



BIG

O U T D O O R

ARTWORK GUIDELINES

Creative tips.

To help you design a creative that is easily seen and provides great results for your campaign, we've included a few key tips. The end result should be a creative that is large, legible and makes a big impact.

KEEP IT SIMPLE

We recommend sticking to one key message and including a maximum of three key elements (image, logo, text block etc) in your creative.

BE BOLD

Use imagery and bold colours to capture the attention of your audience. Don't be afraid to make this BIG! The less white space on your creative, the better.

SIZE MATTERS

Make your text and logo as large as possible to ensure they can be easily read by the audience. A great way to test your sizing is to fullscreen the image on your PC and stand 3 metres away from the screen. If you can still read it clearly, you have the right sizing.

CONTEXT

When designing your creative think about the locations your creative will appear in and who your audience will be.

Creative examples.



Digital creative guidelines.



file format.

The format of your creative should be JPEG



density.

For best quality your creative should be exported between 150 and 300 DPI



due date.

All creative is due one week before a campaign start date or, if changing creative in the middle of a campaign, one week before the change is to take place.



send to.

Email a zipped file, or share from Dropbox, to creative@bigoutdoor.com.au
Please include any specific instructions for rotation, dates or sites.



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STATE	SITE CODE	SITE NAME	ADDRESS	ORIENTATION	SIZE (PX)	FILE
QLD	QBIG4007-01IA	Ascot	505 Sandgate Road, Ascot	Portrait	400 x 600	JPEG
QLD	QJAM4670-01IA	Bundaberg	1 Takalvan Street, Bunaberg	Landscape	700 x 370	JPEG
QLD	QCBD4217-01IB	Bundall Inbound	101 Ashmore Road, Bundall	Landscape	1650 x 500	JPEG
QLD	QCBD4217-02OA	Bundall Outbound	101 Ashmore Road, Bundall	Landscape	1650 x 500	JPEG
QLD	QLDL4870-01OB	Cairns	80 Spence Street, Cairns	Landscape	1660 x 440	JPEG
QLD	QBIG4170-01IA	Cannon Hill Inbound	1929 Creek Road, Cannon Hill	Landscape	700 x 370	JPEG
QLD	QBIG4170-02OB	Cannon Hill Outbound	1929 Creek Road, Cannon Hill	Landscape	700 x 370	JPEG
QLD	QBIG4152-01IA	Carindale	1019 Old Cleveland Road, Carindale	Portrait	400 x 600	JPEG
QLD	QBIG4032-02IB	Chermside Inbound	739 Gympie Road, Chermside	Landscape	700 x 370	JPEG
QLD	QBIG4032-010A	Chermside Outbound	739 Gympie Road, Chermside	Landscape	700 x 370	JPEG
QLD	VTMS3121-010A	City Link Cremorne	167 Cremorne Street, Cremorne	Portrait	520 x 760	JPEG
QLD	QCBC4017-010A	Deagon Inbound	21 Braun Street, Deagon	Landscape	700 x 370	JPEG
QLD	QCBC4017-02IB	Deagon Outbound	21 Braun Street, Deagon	Landscape	700 x 370	JPEG
QLD	QCBC4017-03OB	Deagon Eastbound	21 Braun Street, Deagon	Landscape	700 x 370	JPEG
QLD	QGAU4169-01OB	East Brisbane	53 Lytton Road, East Brisbane	Portrait	380 x 480	JPEG
QLD	QBIG4012-010A	East-West Arterial Nundah	East-West Arterial Road, Nundah	Landscape	1200 x 400	JPEG
QLD	QBIG4006-010A	Fortitude Valley	316 St Pauls Terrace, Fortitude Valley	Portrait	400 x 600	JPEG
QLD	QBIG4068-01IB	Indooroopilly	436 Moggill Road, Indooroopilly	Portrait	400 x 600	JPEG
QLD	QBIG4000-010A	King George Square	100 Adelaide Street, Brisbane CBD	Landscape	3744 x 1872	JPEG
QLD	QBIG4207-01OB	M1 Beenleigh	2 City Road, Beenleigh	Landscape	1850 x 455	JPEG
QLD	QLDL4740-010A	Mackay	Mangrove Road, Mackay	Landscape	1660 x 440	JPEG
QLD	QBIG4064-01IA	Milton	271 Milton Road, Milton	Landscape	700 x 370	JPEG
QLD	QBIG4170-01OB	Morningside	591 Wynnum Road, Morningside	Landscape	1200 x 400	JPEG
QLD	QMAR4051-02IB	Newmarket Inbound	190 Enoggera Road, Newmarket	Portrait	380 x 480	JPEG
QLD	QMAR4051-010A	Newmarket Outbound	190 Enoggera Road, Newmarket	Portrait	380 x 480	JPEG
QLD	QBIG4000-02OA	Queen Street Mall	91 Queen Street, Brisbane CBD	Landscape	1152 x 654	JPEG
QLD	QAD4701-010A	Rockhampton North	6 Alexandra Street, Rockhampton	Portrait	400 x 600	JPEG
QLD	QAD4701-02IB	Rockhampton South	235 Musgrave Street, Rockhampton	Landscape	800 x 300	JPEG
QLD	QHOP4215-010A	Southport	92 Ferry Road, Southport	Landscape	1250 x 350	JPEG
QLD	QBIG4053-02IB	Stafford Inbound	24 Webster Road, Stafford	Portrait	400 x 600	JPEG

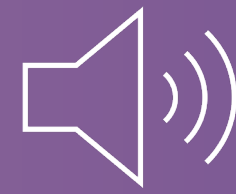
STATE	SITE CODE	SITE NAME	ADDRESS	ORIENTATION	SIZE (PX)	FILE
QLD	QBIG4053-01OA	Stafford Outbound	24 Webster Road, Stafford	Portrait	400 x 600	JPEG
QLD	QHAR4109-01IB	Sunnybank Inbound	317 Mains Road, Sunnybank	Portrait	304 x 608	JPEG
QLD	QHAR4109-02OA	Sunnybank Outbound	317 Mains Road, Sunnybank	Portrait	304 x 608	JPEG
QLD	QHAR4109-02IA	Sunnybank Hills Inbound	669 Beenleigh Road, Sunnybank Hills	Portrait	304 x 608	JPEG
QLD	QHAR4109-01OB	Sunnybank Hills Outbound	669 Beenleigh Road, Sunnybank Hills	Portrait	304 x 608	JPEG
QLD	QBIG4068-02OA	Taringa	226 Moggill Road, Taringa	Portrait	400 x 600	JPEG
QLD	QGLO4810-01IA	Townsville Inbound	52 Sturt Street, Townsville	Landscape	700 x 370	JPEG
QLD	QGLO4810-02OB	Townsville Outbound	52 Sturt Street, Townsville	Landscape	700 x 370	JPEG
QLD	QHAR4122-02IA	Upper Mt Gravatt Inbound	1895 Logan Road, Upper Mt Gravatt	Portrait	304 x 608	JPEG
QLD	QHAR4122-01OB	Upper Mt Gravatt Outbound	1895 Logan Road, Upper Mt Gravatt	Portrait	304 x 608	JPEG
QLD	QBIG4030-01OA	Windsor	132 Lutwyche, Windsor	Portrait	400 x 600	JPEG
QLD	QBIG4102-01IA	Woolloongabba Logan Road	98 Logan Road, Woolloongabba	Landscape	700 x 370	JPEG
QLD	QBIG4102-02OB	Woolloongabba Stanley Street	803 Stanley Street, Woolloongabba	Landscape	700 x 370	JPEG
VIC	VTMS3121-01OA	City Link Cremorne	167 Cremorne Street, Cremorne	Portrait	520 x 760	JPEG
VIC	VBIG3006-01OB	Hoddle Street	280 Hoddle Street, Collingwood	Landscape	1200 x 400	JPEG

Animated creative guidelines.



file format.

The format of your creative should be MP4 in CODEC 264.



audio.

The audio should be normalised to 0dB. If there is any talking in the video please make use of closed captions for inclusivity purposes.



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QBIG4000-02OA	Queen Street Mall	91 Queen Street, Brisbane CBD	Landscape	1152 x 654	MP4	15 Secs
QBIG4000-01OA	King George Square	100 Adelaide Street, Brisbane CBD	Landscape	3744 x 1872*	MP4	10 Secs

King george square.

*A space is cut out of the bottom left corner for the clock.

In order to keep your creative from being affected, don't include any important content, such as text or logos, in this area.

(400 w x 192 h)



Static creative guidelines.



file format.

The format of your creative should be PDF



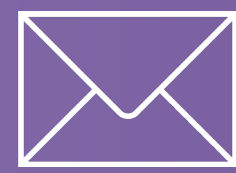
density.

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STATE	SITE CODE	SITE NAME	ADDRESS	ORIENTATION	SIZE (MM)	FILE
QLD	QIRV4169-02IA	East Brisbane	89 Lytton Road, East Brisbane	Landscape	1266 x 335	PDF
VIC	VBIG3121-01OB	Richmond	32 Swan Street, Richmond	Landscape	1266 x 335	PDF
VIC	VBIG3003-02IA	West Melbourne Inbound	Cnr Dynon Road & Stawell Street, West Melbourne	Landscape	1266 x 335	PDF
VIC	VBIG3003-01OB	West Melbourne Outbound	Cnr Dynon Road & Stawell Street, West Melbourne	Landscape	1266 x 335	PDF





BIG OUTDOOR

creative@bigoutdoor.com.au

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