

# QUEEN STREET MALL PRODUCTION SPECIFICATIONS

## DIGITAL ARTWORK REQUIREMENTS

Final artwork must be supplied in one of the following formats:

- JPEG 72 dpi - 5MB max file size.
- MP4 - bitrate between 3,500 to 5,000 kbps.

If you are using JPEG please note the following types of JPEG are not supported:

- JPEG images that use the CMYK colour space.
- Grayscale or Black & White JPEG images.

### Artwork Size

8960 x 360 pixels (landscape)

### Video Duration

Full motion MP4: File can be up to 8 seconds in length\* unless otherwise approved by QMS.  
\* If file is < 8 seconds, creative will freeze on last frame for remainder of duration.

### Audio

No audio is required.

### Production Deadline

1. MI template is filled out, including 'Key Number/File Name and 'Share Percentage'.
2. Digital artwork and MI is delivered to [production@qmsmedia.com](mailto:production@qmsmedia.com) and cc your Account Team, **5 working days (Monday) prior** to the campaign start date.

