

# THE EMPORIUM 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

1952 pixels x 960 pixels (landscape)

### Video Duration

Full motion MP4: File can be up to 8 seconds in length\* unless otherwise approved by QMS.  
\* If file is < 15 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.

*\*The Emporium is situated within an urban tree-lined environment. As the foliage changes with the seasons, we encourage you to strategically position your branding to complement the current environment.*



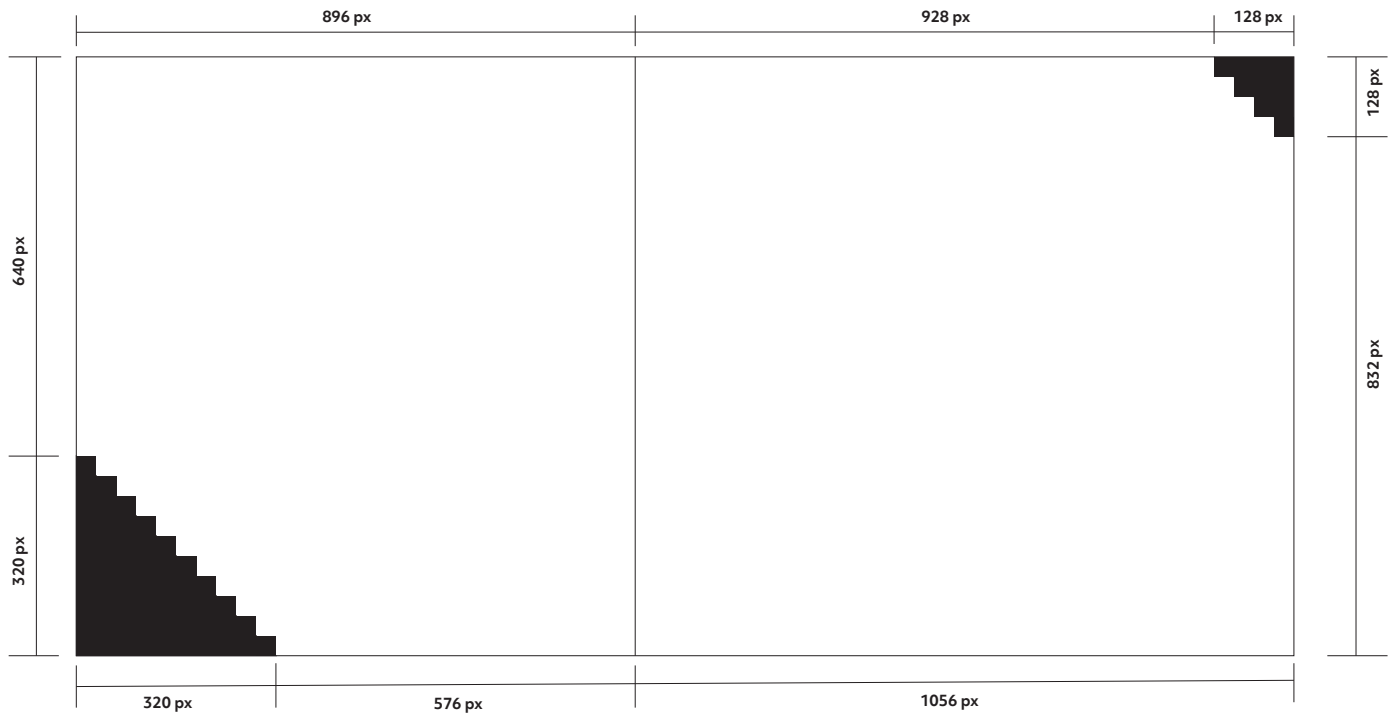


# ARTWORK SPECIFICATIONS

## QMV-D649 | THE EMPORIUM

CNR LONSDALE & SWANSTON ST, MELBOURNE CBD

PIXEL: 1952px x 960px | PHYSICAL: 30.5m x 15.00m



SWANSTON ST

LONSDALE ST

