

ARTWORK GUIDELINES

QPAC DIGITAL SCREEN REQUIREMENTS



OCTOBER 2017

QPAC's large format digital screens offer

exciting frequency and dynamic content possibilities

targeting a large volume of high worth and culturally active people in Brisbane.



Spaces are strictly limited with 10 x 30 second advertisements per month now selling.

Your message will rotate across both 12 x 8 metre screens for the duration of your booking.

Each 30 second advertisement must include a minimum of ten seconds message dwell time (i.e. screen content can rotate after ten seconds within an advertisers 30 second rotation).

The digital nature of these screens enable advertisers to change and update their ad at any time to reflect current messages such as 'tickets selling fast'/'season extended'. ^

KEY STATISTICS

- 12m x 8m screens
- 1 of 10 advertisers
- Vehicle traffic on the Riverside Expressway
3,209,000 per month
- Melbourne Street traffic across Victoria Bridge
944,000 per month
- Pedestrian traffic through South Bank on the river side of QPAC 411,000 per month

ADVERTISING RATES*

Costs available on application.

SENDING ARTWORK

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*Rates subject to change. Artwork not to include price point and subject to QPAC approval. Month is a four week duration.

^ Restriction on number of changes applies.

Digital Screen Artwork Specifications Guide

Use the following guides and specifications when
creating artwork for the digital screen

MATERIAL SPECIFICATIONS

Portrait 768px (w) x 1248px (h)

JPEG FORMAT

All artwork should be supplied as a JPEG,
generally in the highest possible quality.

ARTWORK SIZING

Files should be set up in pixels.
Please see above for digital billboard size.

FILE SIZE

The file should not exceed 500kb once
exported as a JPEG.

DESIGN TIPS

Avoid white backgrounds

With LED technology and the use of emitted light, white or very light colours may repel the eye.

QPAC's digital billboards are fully capable of producing white and pastel colours, it is not recommended.
Taking advantage of the colour capabilities is thoughtful and in general more pleasing to the eye.

Black backgrounds

For digital billboards, black is the absence of colour. Black is created with the use of less light. Using a black or dark background will inevitably increase contrast, therefore strengthening legibility and enhancing the impact of your advertisement.

Contrasting colours

Select colours good contrast to make your content more appealing and easier to read. Achieve effective contrast by using colours with different values (how bright or dark a colour is).

BLEED

Bleed is not required for digital artwork.

IMAGES

Images need to be 72dpi at document size.
EFFECTIVE dpi and not ACTUAL dpi.

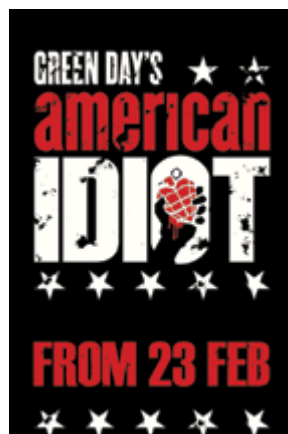
COLOUR MATCHING

To reproduce the correct colours on the
screen, all artwork and images should be set
to RGB colour.

MATERIAL DEADLINE

Minimum of two weeks prior to
installation date. All artwork subject
to approval by QPAC

Sample artwork rotation.



Digital Screen Exporting Guide

Use the following guides and specifications when
exporting artwork for the digital screen

EXPORTING FROM INDESIGN

1. To ensure best image quality check all images are linked and that the effective PPI is 72.

Note: Turn on the effective PPI column in the LINKS panel under PANEL OPTIONS in the drop down menu.
2. Choose File > Export.
3. Name the file, including the artwork dimensions (eg. myartwork_768x1248px_FA) and select JPEG as the export format.
4. Click Save.
5. In the EXPORT JPEG window define the QUALITY (maximum will produce the best looking artwork), set the RESOLUTION (PPI) to 72 and select RGB as the COLOUR SPACE.

Note: If the resolution is set to anything else the final JPEG will be an incorrect size.

EXPORTING FROM PHOTOSHOP

1. Choose Image > Image Size to check that the artwork is set up to the correct dimensions and resolution.
2. Choose File > Save For Web
3. In the Save For Web window define the presets on the right. Set the FORMAT to JPEG and choose the required QUALITY.

Note: Higher the quality, higher the exported file size (expected file size is listed down in the bottom left of the window).

A quality of 100/Maximum will produce the best looking artwork, however artwork can be no larger than 500kb so the quality may need to be adjusted.
4. Click Save
5. Name the file, including the artwork dimensions (eg. myartwork_768x1248px_FA) and click save.

EXPORTING FROM ILLUSTRATOR

1. To ensure best image quality check all images are linked and that the PPI is 72 in the LINKS panel.
2. Choose File > Save For Web
3. In the Save For Web window define the presets on the right. Set the FORMAT to JPEG and choose the required QUALITY.

Note: Higher the quality, higher the exported file size (expected file size is listed down in the bottom left of the window).

A quality of 100/Maximum will produce the best looking artwork, however artwork can be no larger than 500kb so the quality may need to be adjusted.
4. Check the image sizes (also on the right) are correct and then click Save
5. Name the file, including the artwork dimensions (eg. myartwork_768x1248px_FA) and click save.