

# THE CLOCK

SOUTHERN CROSS STATION,  
MELBOURNE

## ARTWORK SPECIFICATIONS

### OUTPUT:

RESOLUTION	512px (w) X 768px (h) Please provide either one piece of artwork to appear twice, or a left and a right creative.
ASPECT RATIO	2:3
ACCEPTED BITMAPS	JPEG, PNG8, PNG24
ACCEPTED VIDEOS	MOV(.mov), MPEG-2 (.ts), MPEG-4 (.mp4)
AUDIO	None
MAX FILE SIZE	30mb
DURATION	15 seconds
ENCODING	Video Codec: H264 or AVC or MPEG-4 Part 10 Profile: Main Profile Profile Level: 4.2 Maximum Max. Bit rate: 26 Mbps Ref Frame: 2, 4 (8 maximum) Encoding: 2 pass recommended Chromatic Subsample: 4:2:0 Colour Depth: 8 bits Image Type: Progressive CABAC: Recommended Variable Frame Rate: None Subtitles: None

### ARTWORK CHECKLIST:

Please supply content at the correct aspect ratio to avoid distortion or letterboxing.

Media files must be received by [au\\_digital@jcdecaux.com](mailto:au_digital@jcdecaux.com).  
au at least **one week** prior to campaign start date.

