

# Creative Tips and File Specs.

## Creative Tips

To ensure that your advertisement is easily seen and provides great results for your campaign we've got a few key tips to ensure creative is **large, legible and makes a great impact**.

In digital outdoor advertising the more simple the better! We recommend using a maximum of three key elements in your creative.

### Images

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.

### Logo

Build brand awareness and easy recognition with your logo.

### Text

Use large, bold, sans-serif text.

## Call to Action

Include a **clear call to action** to direct your audience to the next steps.

**Stick to one key message or idea** and if possible aim for less than 10 words.

Your call to action could be

- Your website address
- Your store name or location

We recommend avoiding phone numbers or addresses as they are hard to remember and your audience can't write them down while driving.

Please note that Gipps Outdoor reserves the right to screen and reject any artwork for any reason, not limited to artwork quality or contents, according to the policies in our Terms and Conditions.



# Creative Tips and File Specs.

## File Specs

### File name

When naming your file please include your company name and the dimensions of the creative.  
An example of a file name is:  
'Company Name\_1920x480.jpg'

### Size

Files should be under 5MB.  
For larger files please send through a file-sharing platform such as WeTransfer or Dropbox.

Site	Orientation	Physical Size	File Design Size (w x h)	File Format
Gipps Upper	Landscape	19.2m x 4.8m	1920px x 480px	JPEG
Gipps Lower	Landscape	23.68m x 4.8m	1920px x 400px	JPEG

**The format of your creative should be JPEG exported at 300DPI with a colour mode of RGB.**

### 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.

Campaigns typically commence on a Monday, therefore files are to be received by the Monday prior.

### Send to

Email files or share via your file-sharing platform to [hello@gippsoutdoor.com.au](mailto:hello@gippsoutdoor.com.au)

Once our team receives your creative we will confirm that all the files meet the correct specifications and then send through another confirmation email once the creative has been scheduled.

### Any questions?

We're more than happy to help! Feel free to send an email through to [hello@gippsoutdoor.com.au](mailto:hello@gippsoutdoor.com.au) or call 0498 440 025 or (07) 3114 7417.



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