

Smartlite™ Advertising Specifications

shopper
closer to customers

Audi Centre Sydney L3
East Phoenix L3
Virgin Active L4
Centre Management L5
←
Parking P1 & P2
♿️ ♿️ ♿️ ♿️ ♿️ ♿️

shopper

Remarkable i30.
Remarkable value.



Suttons City Hyundai | 600m
2 Link Road, Zetland

HYUNDAI

Smartlite™

Static Creative

Naming Convention	Brand_Client_Campaign_Smartlites_Dates.png
Pixel Dimension	1080 x 1920
DPI	72
Format	JPG – Best Quality, JPEG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_Campaign_Smartlites_Dates.mp4
Format	MP4
Codec Compression	H.264
Resolution	1080 x 1920
Field Order	Progressive
Bit Rate	CBR Constant Bit Rate 12 Mbp
File Size	Under 60MB
Creative Duration	7 Seconds



Please email final artwork to digitalartwork@shoppermedia.com.au

or contact your Shopper Rep for more information.

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