Advertising Specifications

cartology + shopper

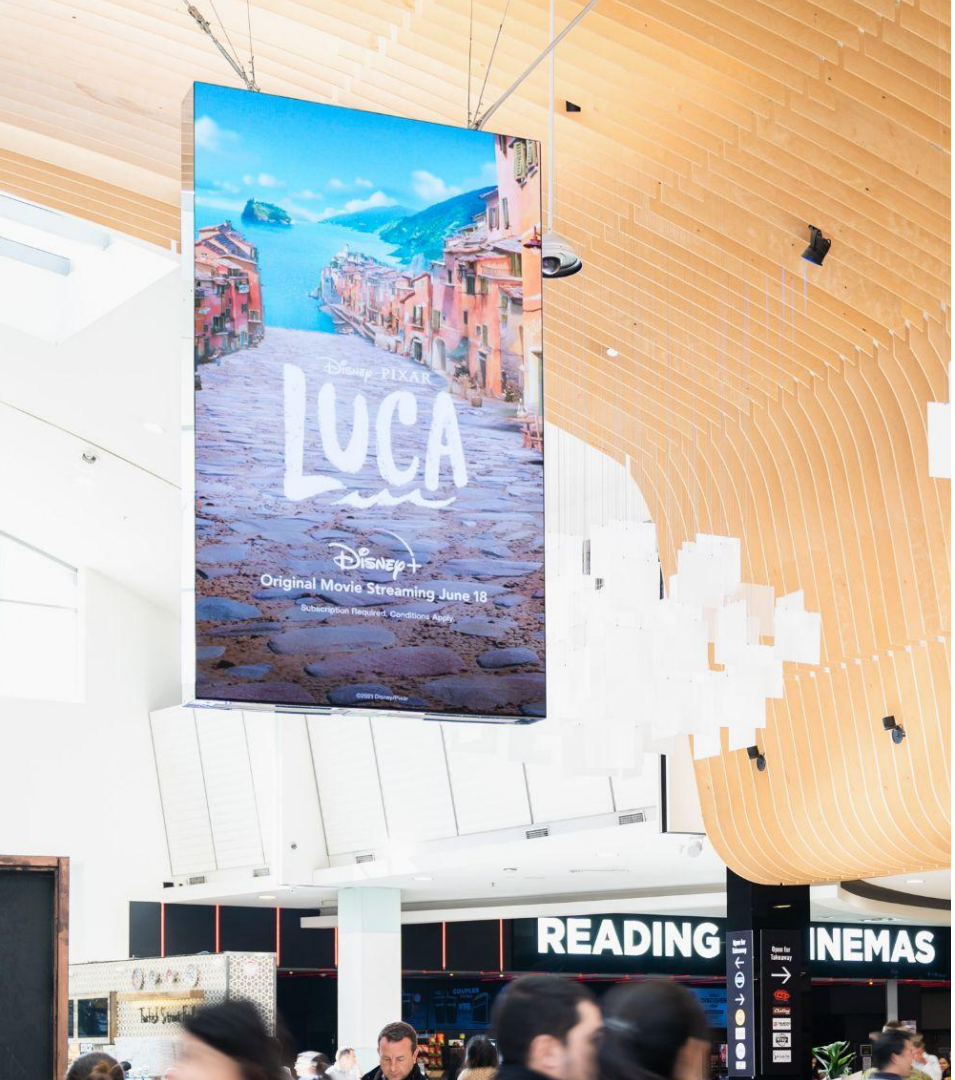
Small Format

Grab your customers' attention and drive long-term brand impact with these eye-level, floor-mounted portrait panels.

Achieving 45% greater eye movement of shoppers, they're more effective in attaining longer fixations and the return gaze of shoppers than overhead sites.

Deliver a completely customisable campaign with our perfectly positioned Smartlite panels disrupting customers on their shopping mission.

Target messages by time of day, weather and temperature, and audience and location, and drive customers to act and buy in store or experience your brand online.



Large Format

Drive awareness and build your brand with our highly impactful large format, digital atrium screens boasting the latest in digital technology.

Bring your innovative campaigns to life for a big brand impact.

Our high definition LED screens in landscape or portrait amplify your advertising in prime shopping centre locations with high dwell time and foot traffic.

Advertising Tips in Retail

Hero your product, promotion or brand
Ensure the product or service is the hero. If your objective is awareness or consideration then make the brand obvious for your shopper.

Animate
Animated advertising is 201% more effective than static messaging in retail environments. Movement will demand 88% greater eye movement, attracting shopper attention driving higher engagement and memorability.

Use simple and clear messaging
Retail out of home advertising ideally has a maximum of 10-12 words.

Be distinctive
Consistent use of unique and distinctive brand cues will create memorable triggers that allow brands to connect with shoppers.

Clear call to action
Be clear about what you need the shopper to do next. E.g. buy your product or donate online

Localise and personalise
Increase message relevancy by localising and personalising the message. 1 in 4 shoppers are more responsive to personalised advertising. 1 in 3 shoppers choose brands that are aligned to their values.

Contextually relevant digital OOH increases ad recall and sales
Neuroscience reveals dynamic triggers increase brain responses and drive greater ad effectiveness.

17% increase in ad recall and a 16% in sales uplift.

Messages triggered with weather, location or a live update created a 18% increase in brain response.

Advertising at the right time/right day of the week created a 12% increase in brain response

Combining both generates a 32% increase in brain response.

Smartlite™

Static Creative

Naming Convention	Brand_Client_ Campaign_Smartlites _Dates.png
Pixel Dimension	1080x1920
DPI	72
Format	JPG - Best Quality, JPG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_ Campaign_Smartlites _Dates.mp4
Format	MP4
Codec Compression	H.264
Resolution	1080x1920
Field Order	Progressive
Bit Rate	CBR Constant Bit Rate 12 Mbp
File Size	Under 60MB
Creative Duration	7 Seconds

Shopper Impact

Static Creative

Naming Convention	Brand_Client_ Campaign_Smartlites _Dates.png
Pixel Dimension	2x 1080x1920
DPI	72
Format	JPG - Best Quality, JPG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_ Campaign_Smartlites _Dates.mp4
Format	MP4
Codec Compression	H.264
Resolution	2x 1080x1920
Field Order	Progressive
Bit Rate	CBR Constant Bit Rate 12 Mbp
File Size	Under 60MB
Creative Duration	14 Seconds

Available Centres: East Village NSW, Glenrose Village NSW, Greenwood Plaza (2 sets) NSW, Mt Annan Market Place NSW, Orion Springfield QLD, Kawana Shoppingworld QLD, Mango Hill Shopping Centre QLD, Camberwell Place VIC, Casey Central VIC, Central West SC VIC, Selandra Rise SC VIC, Shepparton Marketplace VIC, Sunbury Square SC VIC, Tok H VIC, Wyndham Village SC VIC

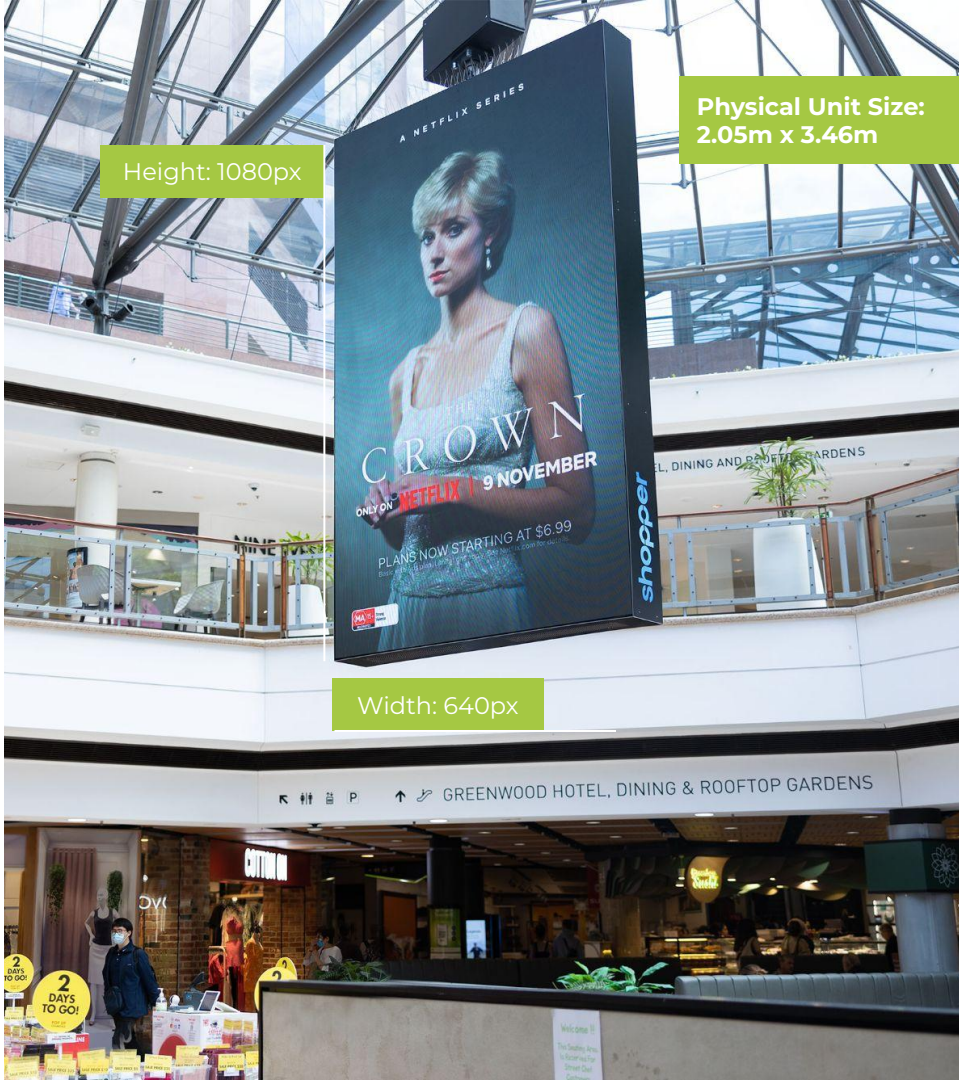
Digital Atrium Banner

Static Creative

Naming Convention	Brand_Client_ Campaign_DA_Dates. png
Pixel Dimension	640x1080
DPI	72
Format	JPG - Best Quality, JPG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_ Campaign_DA_Dates. mp4
Format	MP4
Resolution	640x1080
Field Order	Progressive
File Size	Under 60MB
Creative Duration	7 seconds



Available Centres:
Greenwood Plaza NSW, Rhodes Waterside NSW, Orion Springfield QLD

Digital Atrium Banner

Static Creative

Naming Convention	Brand_Client_ Campaign_DA_Dates. png
Pixel Dimension	768x1408
DPI	72
Format	JPG - Best Quality, JPG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_ Campaign_DA_Dates. mp4
Format	MP4
Resolution	768x1408
Field Order	Progressive
File Size	Under 60MB
Creative Duration	7 seconds

Available Centres:
Birkenhead Point Brand Outlet NSW

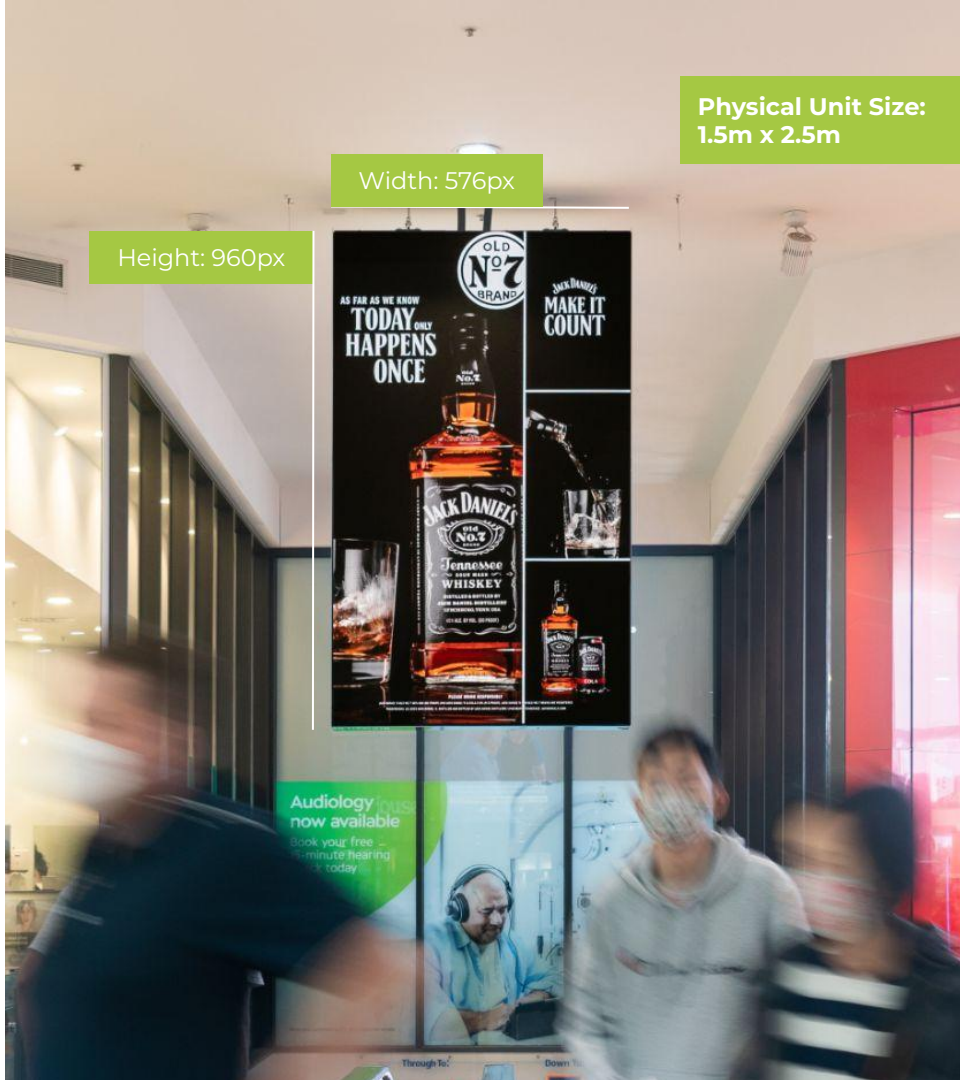
Digital Atrium Banner

Static Creative

Naming Convention	Brand_Client_ Campaign_DA_Dates. png
Pixel Dimension	576x960
DPI	72
Format	JPG - Best Quality, JPG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_ Campaign_DA_Dates. mp4
Format	MP4
Resolution	576x960
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	7 seconds



Available Centres:
Moonee Ponds Central VIC, Kawana Shoppingworld QLD

Digital Atrium Banner

Static Creative

Naming Convention	Brand_Client_ Campaign_DA_Dates. png
Pixel Dimension	1080x1920
DPI	72
Format	JPG - Best Quality, JPG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_ Campaign_DA_Dates. mp4
Format	MP4
Resolution	1080x1920
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	15 seconds

Available Centres:
Castle Towers NSW

Digital Atrium Banner

Static Creative

Naming Convention	Brand_Client_ Campaign_DA_Dates. png
Pixel Dimension	1080x1920
DPI	72
Format	JPG - Best Quality, JPG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_ Campaign_DA_Dates. mp4
Format	MP4
Resolution	1080x1920
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	15 seconds

Available Centres:
Erina Fair NSW

Digital Atrium Banner

Static Creative

Naming Convention	Brand_Client_ Campaign_DA_Dates. png
Pixel Dimension	672x1152
DPI	72
Format	JPG - Best Quality, JPG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_ Campaign_DA_Dates. mp4
Format	MP4
Resolution	672x1152
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	7 seconds

Available Centres:
Met Centre NSW

Digital Atrium Banner

Static Creative

Naming Convention	Brand_Client_ Campaign_DA_Dates. png
Pixel Dimension	1080x1920
DPI	72
Format	JPG - Best Quality, JPG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_ Campaign_DA_Dates. mp4
Format	MP4
Resolution	1080x1920
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	15 seconds

Available Centres:
Settlement City NSW, Cairns Central QLD

Digital Atrium Banner

Static Creative

Naming Convention	Brand_Client_ Campaign_DA_Dates. png
Pixel Dimension	1080x1920
DPI	72
Format	JPG - Best Quality, JPG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_ Campaign_DA_Dates. mp4
Format	MP4
Resolution	1080x1920
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	7 seconds

Available Centres:
Stockland Green Hills, Stockland Hervey Bay, Stockland Merrylands, Stockland Piccadilly, Stockland Rockhampton, Stockland Wetherill Park

Digital Portrait

Static Creative (only)

Naming Convention	Brand_Client_ Campaign_DP_Dates. png
Pixel Dimension	1080x1920
DPI	72
Format	JPG - Best Quality, JPG, PNG
File Size	Under 30MB

Available Centres:
Sunshine Plaza (car Park entry) QLD

Watergardens Landscape Digital 3D screens

Static Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. png
Pixel Dimension	3840x1080
DPI	72
Format	JPG - Best Quality, JPG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. mp4
Format	MP4
Codec Compression	H.264
Resolution	3840x1080
Field Order	Progressive
Bit Rate	CBR Constant Bit Rate 12 Mbp
File Size	Under 60MB
Creative Duration	15 Seconds

Available Centres:
Watergardens VIC

Landscape Digital

Static Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. png
Pixel Dimension	3840x1080
DPI	72
Format	JPG - Best Quality, JPG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. mp4
Format	MP4
Codec Compression	H.264
Resolution	3840x1080
Field Order	Progressive
Bit Rate	CBR Constant Bit Rate 12 Mbp
File Size	Under 60MB
Creative Duration	7 Seconds

Available Centres:
Kogarah Town Centre NSW

Landscape Digital

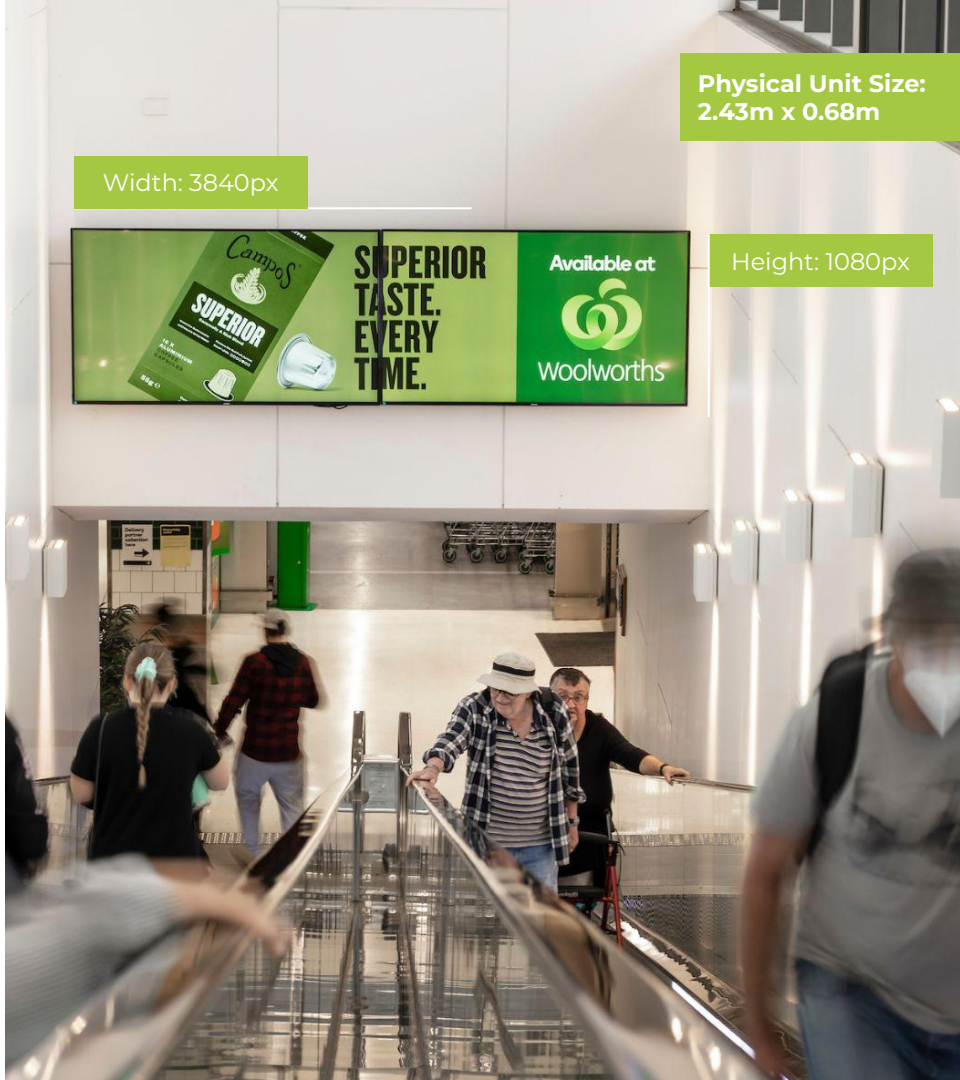
Static Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. png
Pixel Dimension	3840x1080
DPI	72
Format	JPG - Best Quality, JPG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. mp4
Format	MP4
Codec Compression	H.264
Resolution	3840x1080
Field Order	Progressive
Bit Rate	CBR Constant Bit Rate 12 Mbp
File Size	Under 60MB
Creative Duration	7 Seconds

Available Centres:
City Arcade QLD, Clemton Park NSW, Shell Cove NSW



Landscape Digital

Static Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. png
Pixel Dimension	2856x840
DPI	72
Format	JPG - Best Quality, JPG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. mp4
Format	MP4
Resolution	2856x840
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	15 seconds

Available Centres:
Castle Towers (pedestrian tunnel) NSW

Landscape Digital

Static Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. png
Pixel Dimension	2560x720
DPI	72
Format	JPG - Best Quality, JPG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. mp4
Format	MP4
Resolution	2560x720
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	15 seconds

Available Centres:
Watergardens VIC

Landscape Digital

Static Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. png
Pixel Dimension	2352x672
DPI	72
Format	JPG - Best Quality, JPG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. mp4
Format	MP4
Resolution	2352x672
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	15 seconds

Available Centres:
Castle Towers (Level 1 Marketplace) NSW

Landscape Digital

Static Creative (only)

Naming Convention	Brand_Client_ Campaign_LD_Dates. png
Pixel Dimension	1280x720
DPI	72
Format	JPG - Best Quality, JPG, PNG
File Size	Under 30MB

Available Centres:
Castle Towers (digital car park) NSW

Landscape Digital

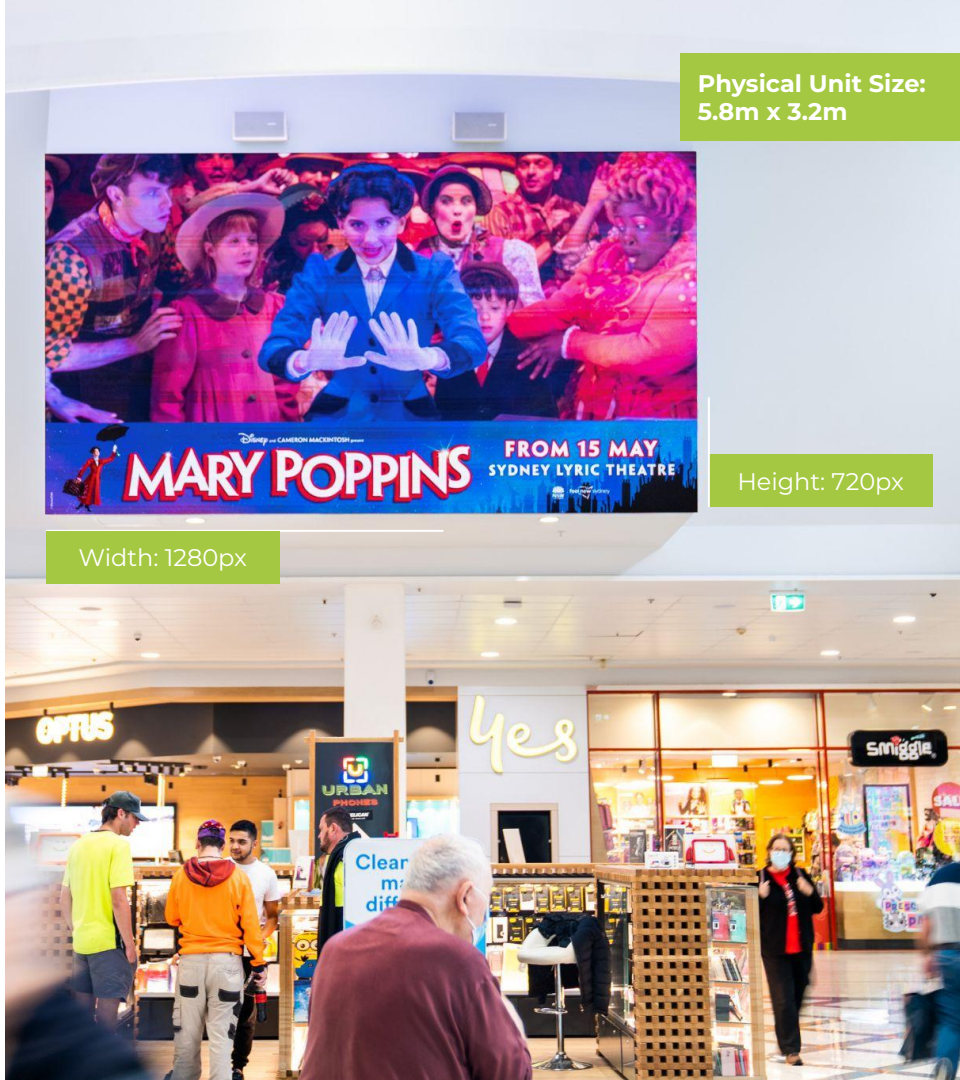
Static Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. png
Pixel Dimension	1280x720
DPI	72
Format	JPG - Best Quality, JPG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. mp4
Format	MP4
Resolution	1280x720
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	15 seconds

Available Centres:
Erina Fair NSW



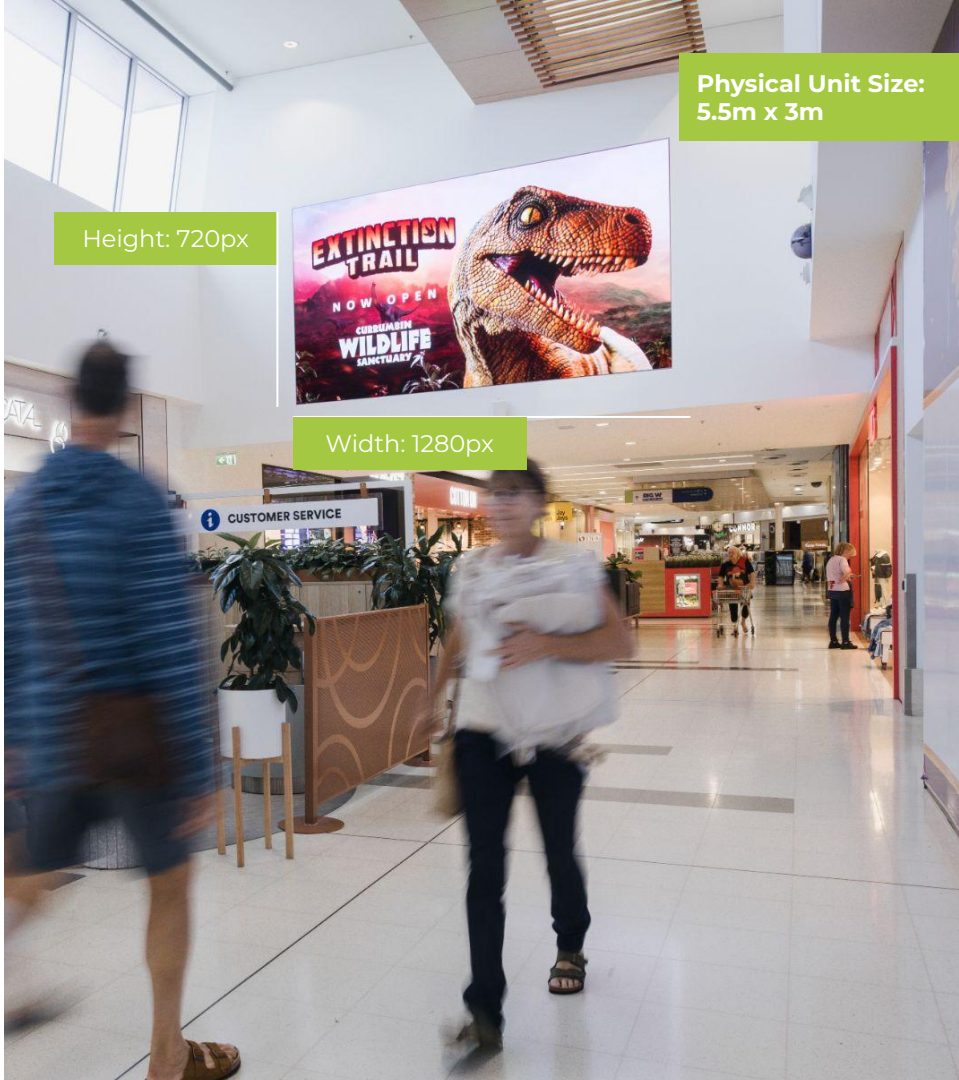
Landscape Digital

Static Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. png
Pixel Dimension	1280x720
DPI	72
Format	JPG - Best Quality, JPG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. mp4
Format	MP4
Resolution	1280x720
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	15 seconds



Available Centres:
Tweed City NSW

Landscape Digital

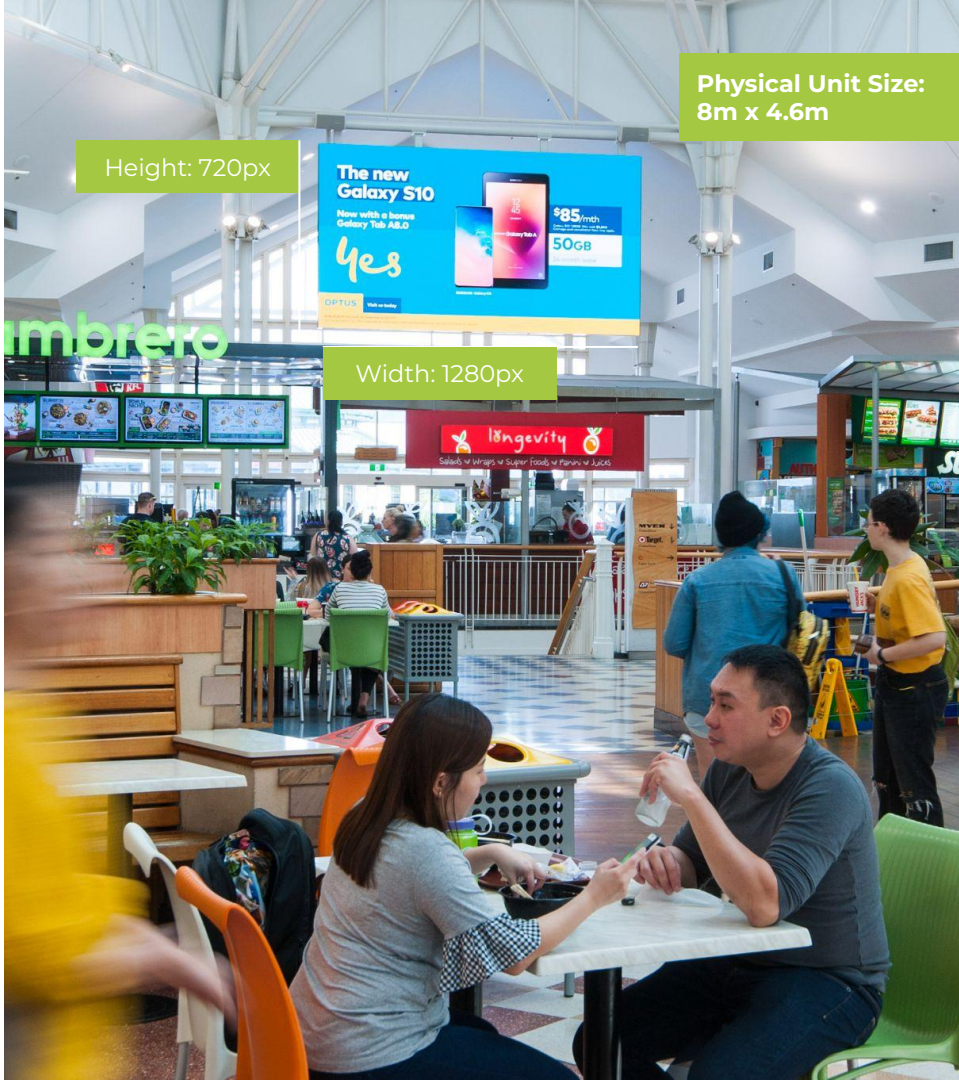
Static Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. png
Pixel Dimension	1280x720
DPI	72
Format	JPG - Best Quality, JPG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. mp4
Format	MP4
Resolution	1280x720
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	15 seconds

Available Centres:
Cairns Central QLD



Landscape Digital

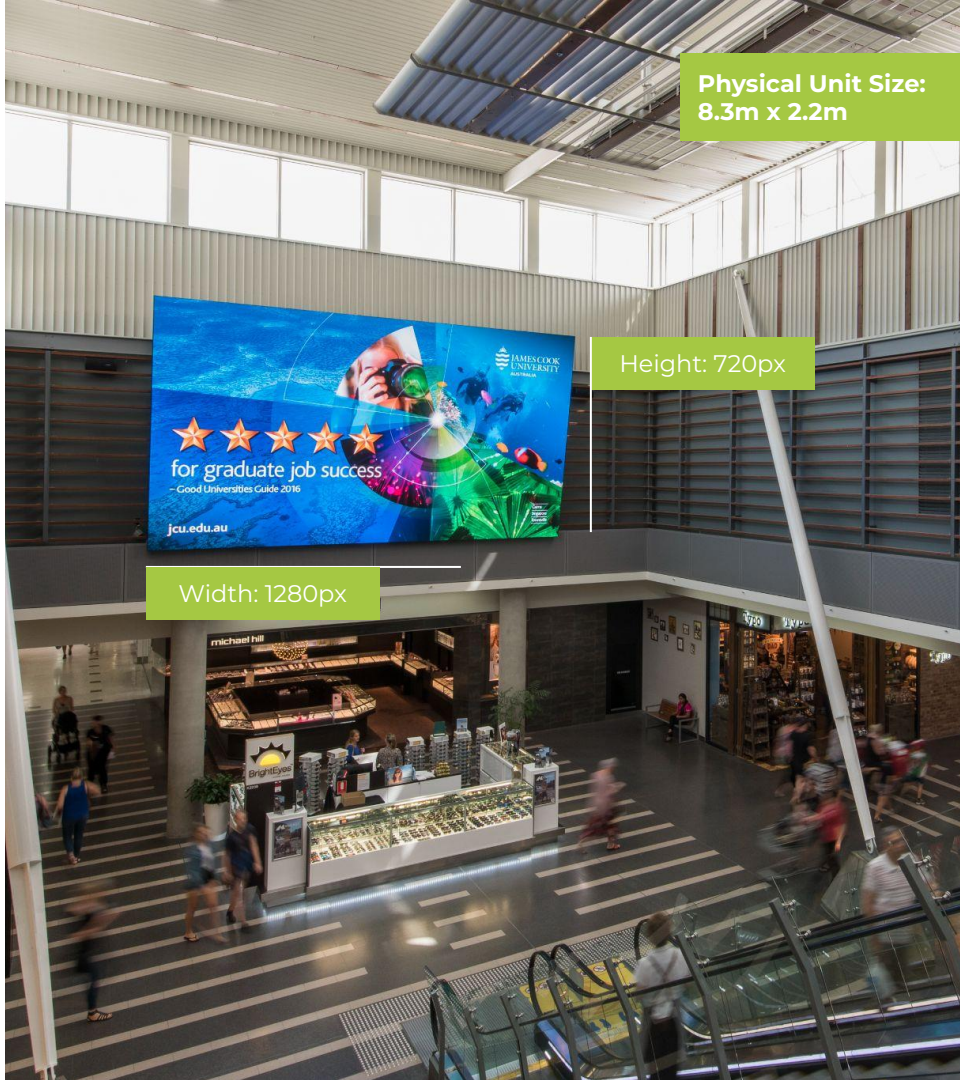
Static Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. png
Pixel Dimension	1280x720
DPI	72
Format	JPG - Best Quality, JPG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. mp4
Format	MP4
Resolution	1280x720
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	15 seconds

Available Centres:
Caneland Central QLD



Landscape Digital

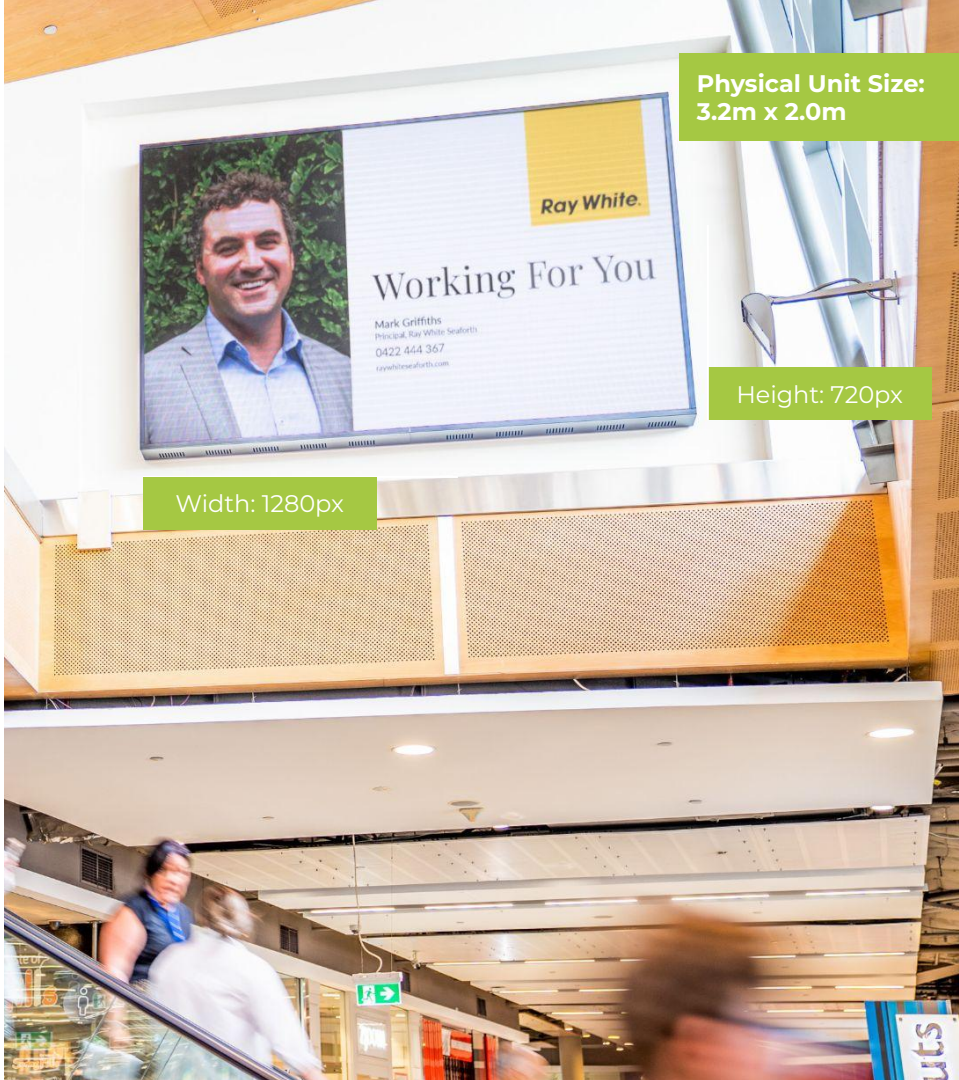
Static Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. png
Pixel Dimension	1280x720
DPI	72
Format	JPG - Best Quality, JPG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. mp4
Format	MP4
Resolution	1280x720
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	7 seconds

Available Centres:
Stockland Balgowlah



Landscape Digital

Static Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. png
Pixel Dimension	1280x720
DPI	72
Format	JPG - Best Quality, JPG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. mp4
Format	MP4
Resolution	1280x720
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	7 seconds

Available Centres:
Stockland Balgowlah

Landscape Digital

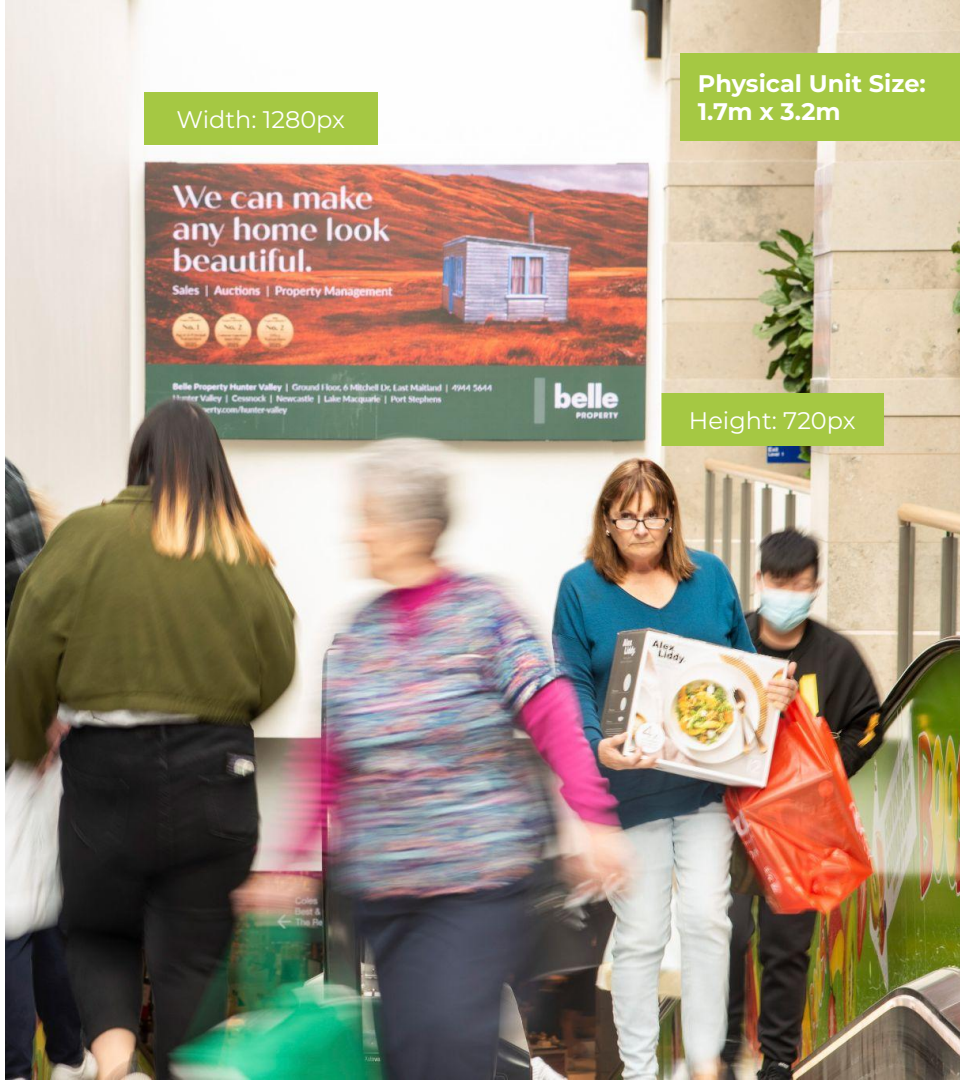
Static Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. png
Pixel Dimension	1280x720
DPI	72
Format	JPG - Best Quality, JPG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. mp4
Format	MP4
Resolution	1280x720
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	7 seconds

Available Centres:
Stockland Green Hills



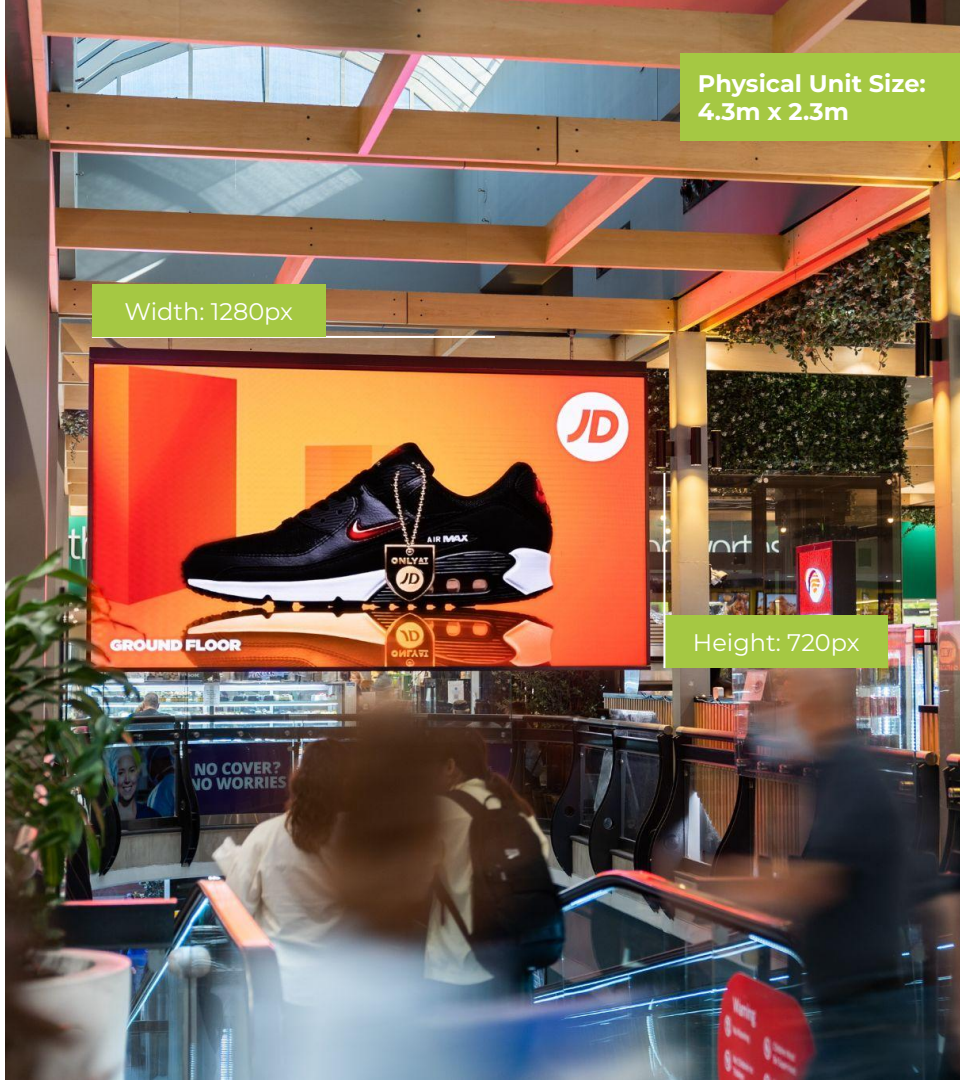
Landscape Digital

Static Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. png
Pixel Dimension	1280x720
DPI	72
Format	JPG - Best Quality, JPG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. mp4
Format	MP4
Resolution	1280x720
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	7 seconds



Available Centres:
Stockland Merrylands, Stockland Rockhampton, Stockland Shellharbour, Stockland Wetherill Park

Landscape Digital

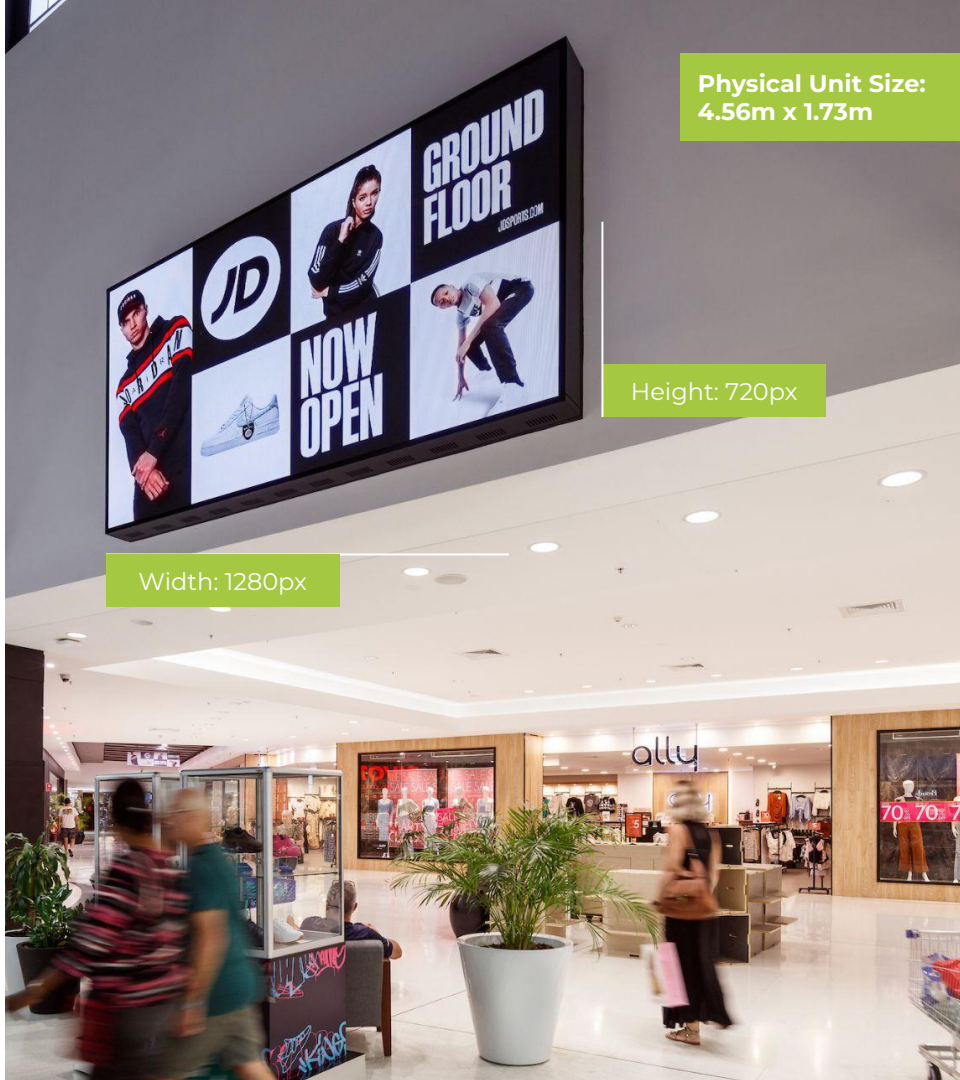
Static Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. png
Pixel Dimension	1280x720
DPI	72
Format	JPG - Best Quality, JPG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. mp4
Format	MP4
Resolution	1280x720
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	7 seconds

Available Centres:
Stockland Townsville



Landscape Digital

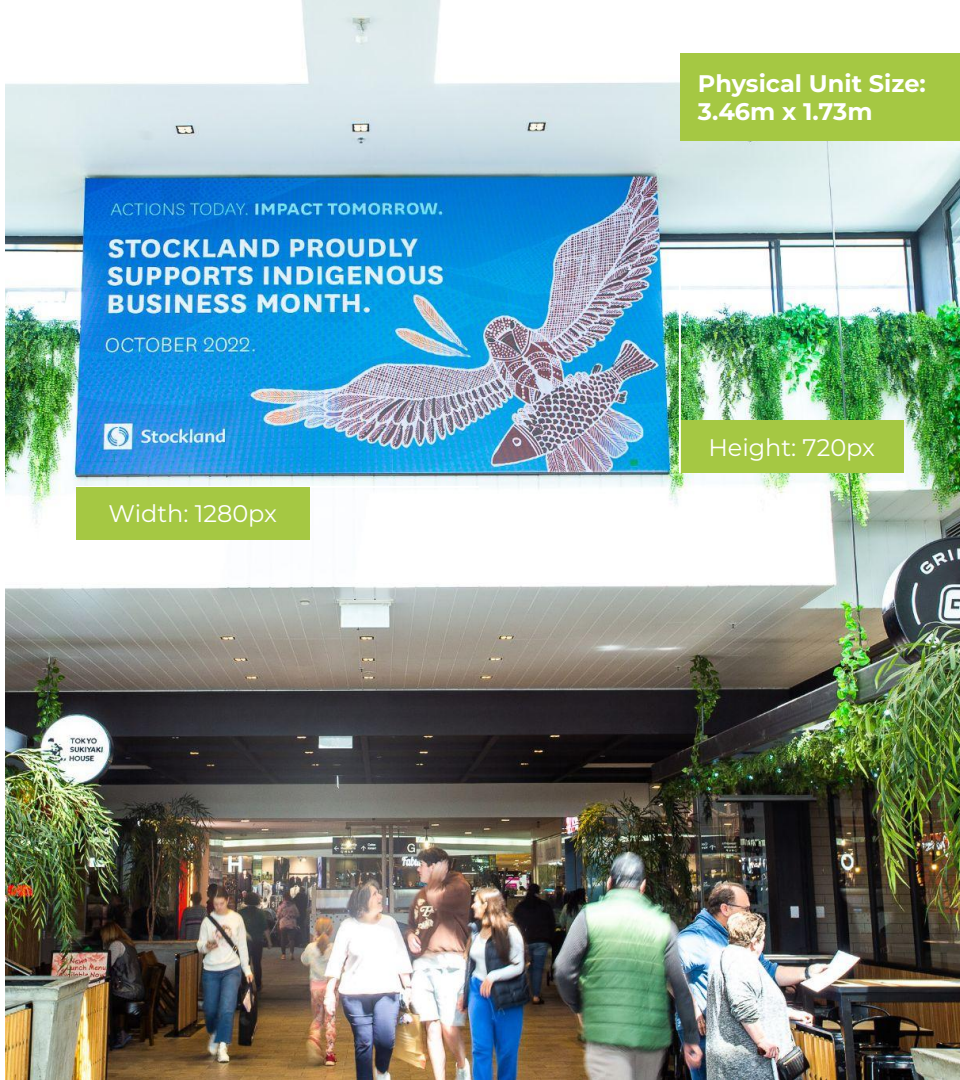
Static Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. png
Pixel Dimension	1280x720
DPI	72
Format	JPG - Best Quality, JPG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. mp4
Format	MP4
Resolution	1280x720
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	7 seconds

Available Centres:
Stockland Wendouree

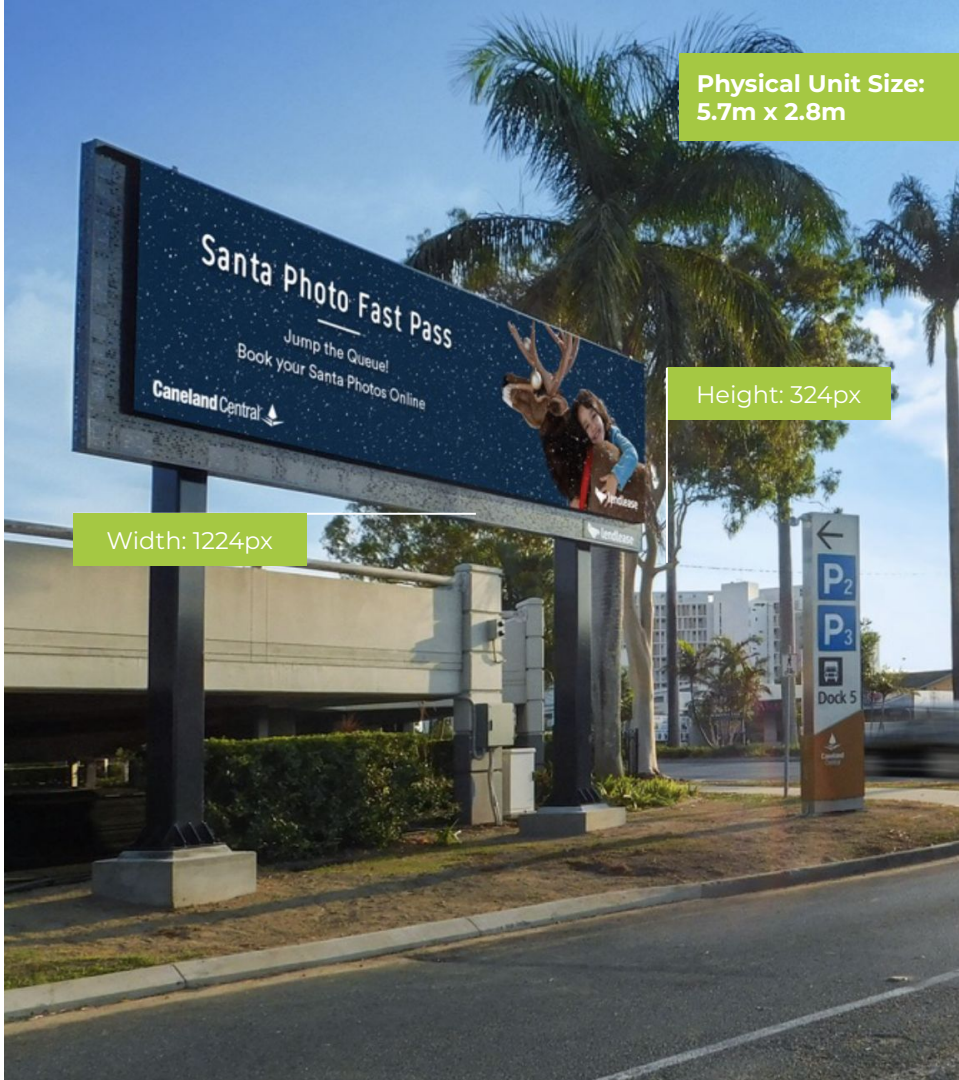


Landscape Digital

Static Creative (only)

Naming Convention	Brand_Client_ Campaign_LD_Dates. png
Pixel Dimension	1224x324
DPI	72
Format	JPG - Best Quality, JPG, PNG
File Size	Under 30MB

Available Centres:
Caneland Central QLD



Landscape Digital

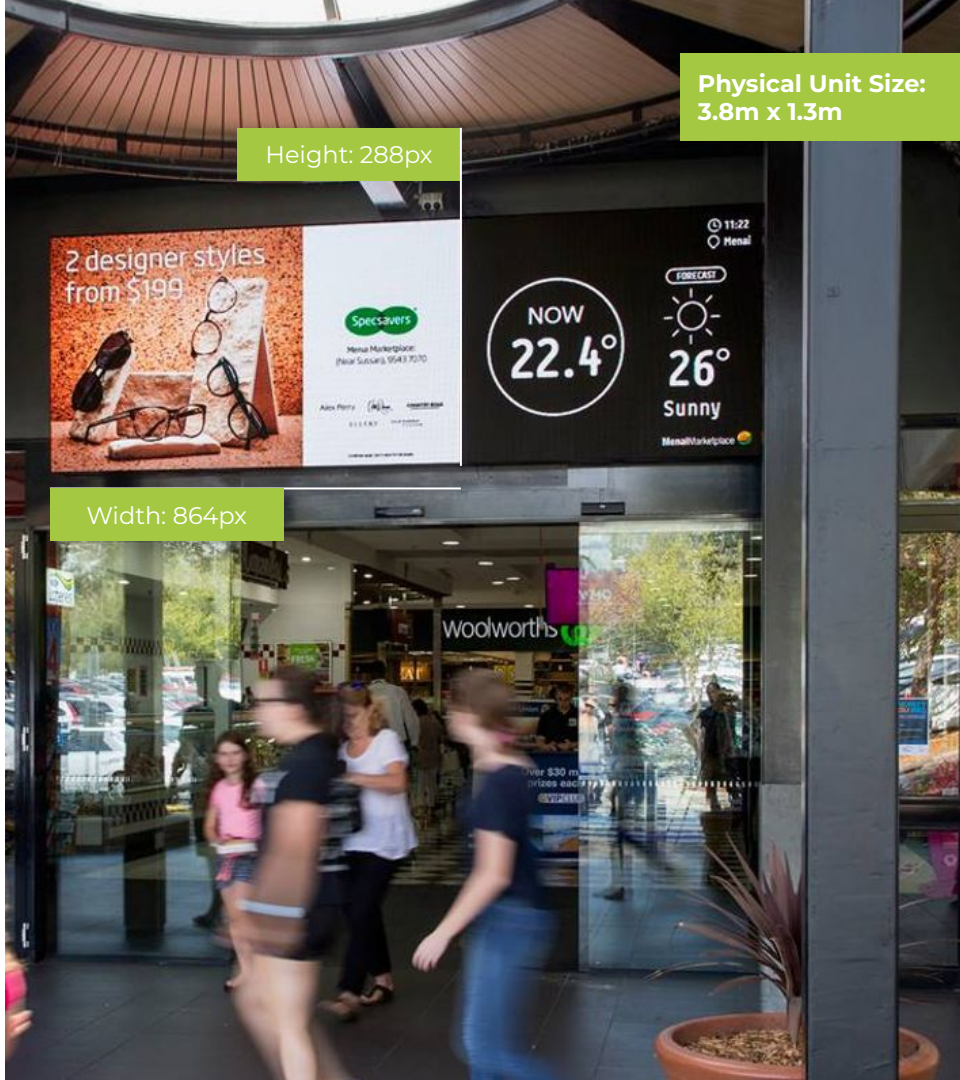
Static Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. png
Pixel Dimension	864x288
DPI	72
Format	JPG - Best Quality, JPG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. mp4
Format	MP4
Resolution	864x288
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	15 seconds

Available Centres:
Menai Marketplace NSW



Landscape Digital

Static Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. png
Pixel Dimension	1280x720
DPI	72
Format	JPG - Best Quality, JPG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. mp4
Format	MP4
Resolution	1280x720
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	15 seconds

Available Centres:
Craigieburn Central VIC

Landscape Digital

Static Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. png
Pixel Dimension	1280x720
DPI	72
Format	JPG - Best Quality, JPG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. mp4
Format	MP4
Resolution	1280x720
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	15 seconds

Available Centres:
CS Square VIC

Landscape Digital

Static Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. png
Pixel Dimension	1920x1080
DPI	72
Format	JPG - Best Quality, JPG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. mp4
Format	MP4
Resolution	1920x1080
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	7 seconds

Available Centres:
Corio Village VIC

Landscape Digital

Static Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. png
Pixel Dimension	1920x1080
DPI	72
Format	JPG - Best Quality, JPG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. mp4
Format	MP4
Resolution	1920x1080
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	7 seconds

Available Centres:
Corio Village VIC

Landscape Digital

Static Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. png
Pixel Dimension	2732x768
DPI	72
Format	JPG - Best Quality, JPG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. mp4
Format	MP4
Resolution	2732x768
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	10 seconds

Available Centres:
Stockland Green Hills NSW

Landscape Digital

Static Creative

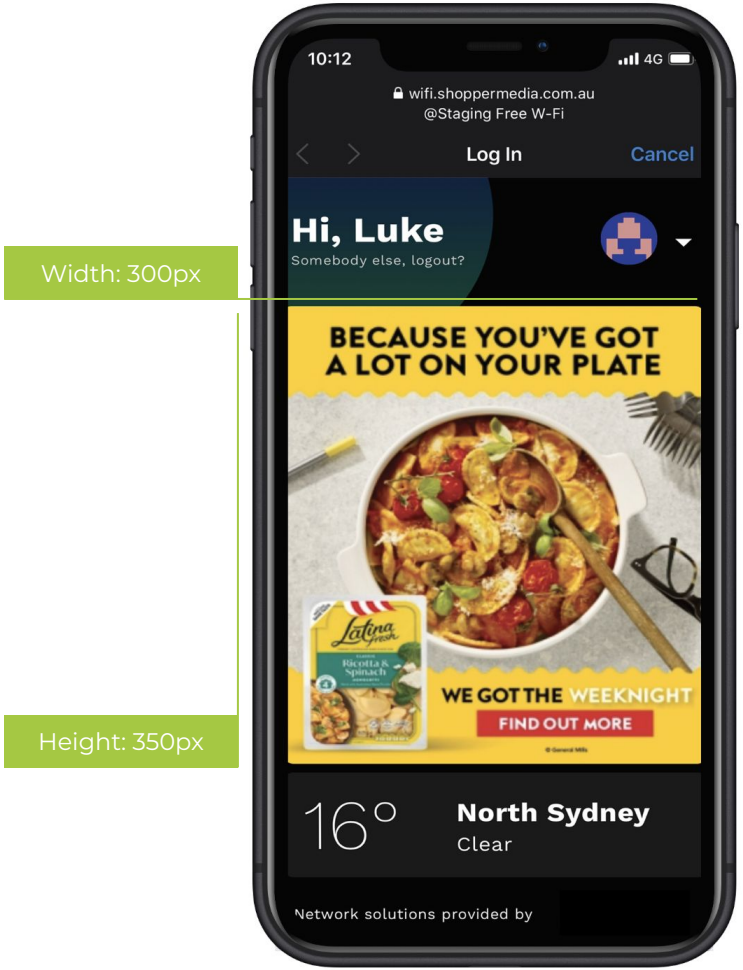
Naming Convention	Brand_Client_ Campaign_LD_Dates. png
Pixel Dimension	2732x768
DPI	72
Format	JPG - Best Quality, JPG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_ Campaign_LD_Dates. mp4
Format	MP4
Resolution	2732x768
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	10 seconds

Available Centres:
Stockland Point Cook VIC

Splash Page

Splash Page

Naming Convention	Brand_Client_Campaign_Splash_Dates.png
Pixel Dimension	300x350 (image will autoscale if provided in 1080x1920)
Image “Click Through” URL	Http or https
Format	JPG - JPEG - PNG
File Size	Max size 100kb, please provide in as compressed format as possible. Autoscale to fit all Wi-Fi compatible devices (laptops, smart phones etc)