



RSS FEEDS

HOW TO & WHAT TO SUPPLY



HOW TO SUPPLY RSS FEEDS

Please supply all elements at least one week prior to live date:

- A JPEG background artwork to the goa specs
- An RSS feed which will fill in 'dynamic copy' in the artwork* including items such as Item Title and Item Summary
- All the fonts used
- A placement guide for the text
- A generic static JPEG artwork to use as a fall-back

* <http://cyber.law.harvard.edu/rss/rss.html>

EXAMPLE PLACEMENT GUIDE

Both the Item Title and Item Summary are dynamic content supplied via RSS. Everything else is part of the Background JPEG.



ARTWORK SPECIFICATIONS

Please follow the instructions below to avoid delays in processing artwork.

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 below for digital billboard sizes.

FILE SIZE

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

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.

SENDING ARTWORK TO GOA

- Email (Maximum 12 MBs)
- FTP Transfer - a: ftp.goa.com.au
u: goa@elitetiger.com
p: goa1150!
Please send an email to mitch@goa.com.au once uploaded.
- Online file transfer website
eg: www.wetransfer.com

STILL GOT QUESTIONS?

If you need more information about artwork, please contact goa on (07) 3854 1150.

BILLBOARD TYPE	ORIENTATION	REQUIRED ARTWORK SIZE (PX)
6m x 3m	Landscape	768px x 384px
6m x 3m Widescreen	Landscape	520px x 234px
4m x 5m	Portrait	312px x 390px
ICONIC™	Portrait	520px x 650px (see below)

Note: Iconic artwork (520px x 650px) requires 52px of straight colour at the base of the artwork. This determines the colour that will be used to light up the base of the Iconic structure at night and will not be visible on the digital screen. Example to the right.

Visible
Artwork
Area
520px x 598px

Straight Colour 520px x 52px

