



# WESTFIELD CENTURY CITY DIGITAL **SPECS**



UNIBAIL-RODAMCO-WESTFIELD

# GUIDELINES

## FILE DELIVERY

- Acceptable motion formats: URL, **MP4 (h.264 encoded only)**; Static formats: **PNG, JPEG @ 72dpi (digital standard)**  
*\*\*If URL/coding will be used, please reach out to request a detailed document for more information*
- If utilizing TRIGGERS, optimal is 4MB to 20MB at 20Mbps with MP3 audio. Ask us for a Trigger Best Practices document for info.
- **All files must be full motion graphics** or videos to utilize the screens to their full capability.
- All content must be 10 seconds, and 300 frames exactly to maintain synchronicity ***unless otherwise contracted with a different length.***
- Content must be at 30 FPS, and bitrate between 60-120 Mbps.
- Please submit a file distribution excel with all final files to confirm playback desires.

## FILE DEADLINE

- Files are **due 10 business days** before contracted start date
- **Please provide final files via the following link and notify Westfield once uploaded**  
<https://spaces.hightail.com/uplink/WestfieldBrandVenturesDropbox/>

## FILE NAMING CONVENTION

- Please name all final files in the following format: Advertiser\_Description\_Center\_Version  
Ex: **Gucci\_Fall17\_CulverCity\_v1.mov**
- The version number may only be necessary with multiple creatives for a single screen, or for updated creatives.
- If it's a multi-center or full network program, just note MULTI in place of the center name if the same file runs at all locations.
- Use **NO MORE** than 36 characters, and no special characters, otherwise there could be playback error

## AUDIO CONSIDERATIONS

- Sound should be incidental to the creative experience
- Keep ambient noise as a consideration when designing your audio, i.e. avoiding whisper-like tones.
- Audio can be heard 8 ft from the front of the display as to not be overly obtrusive.

## IDEAL SETTINGS

- AAC Audio, 48khz, 32 bit Stereo, -8db to 4db



**QUESTIONS & FILE  
DELIVERY NOTIFICATION**

[USWBVCreative@urw.com](mailto:USWBVCreative@urw.com)

## ARTWORK GUIDELINES & BEST PRACTICES

- Advertising featuring unsafe substances, illicit or recreational drugs, violence, weapons, full or partial nudity, adult content or situations, or alcohol use may be subject to additional review by Westfield. Westfield reserves the right to reject and/or require revision of any advertising material at any time. [Reference our Advertising Guidelines](#) for category rules and creative consideration on what URW may deem violent, lewd, or offensive material that will not be approved to run.
- Avoid the use of predominantly white or pastel backgrounds. They should not account for more than 30% of the background due to light colors appearing harsh and causing eye aversion. This is highly discouraged especially in outdoor center locations as there is competition with sunlight. Content may be rejected, so ask for approvals prior to finalizing artwork via [USWBVCreative@urw.com](mailto:USWBVCreative@urw.com)
- Don't let motion interfere with legibility.
- NO RAPID FLASHING ELEMENTS
- Avoid using more than 2 typefaces. San-serif is more legible than Serif on digital formats.
- For directional information on creative, utilize the nearest department store (i.e. Level 1, Near Nordstrom). Messaging or locator tags that push customers off-premise will not be accepted.

- Use dark or saturated colors with light colored text vs. white backgrounds with dark text for best readability. More contrast = more visible.
- Test tonal variance, contrast and legibility by converting your creative to greyscale & view.
- Rely on a strong visual message vs. lengthy copy. Brevity is key. Industry standard is to establish your message with 7 or fewer words.
- Have a clear call to action and utilize visual hierarchy.
- QR Codes are a proven effective way to increase engagement.
  - Placement: Middle of top third of creative for maximum performance
  - Size: At least ¼ of the creative
  - Screentime: We recommend the QR code receives coverage on the entire length of the spot.

## CENTER MAP

- Click Here: [Century City](#)



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# GUIDELINES

## GENERAL GUIDELINES & SUBSTANTIATION

All material submitted for placement on or within Westfield's media, experiential or event assets or other managed media platforms will be reviewed and must conform to all applicable governmental laws and regulations as well as the standards and policies of Westfield.

All commercial material(s) (eg: printed or digital advertisement and branded exhibits) must be submitted in advance for approval and will be subject to [Westfield Advertising Standards and Guidelines](#) and can be sent to [USWBVCreative@urw.com](mailto:USWBVCreative@urw.com). A minimum of three weeks lead time is required. Media proofs, concepts or renderings are required for review based upon the type of program planned at Westfield. On occasion, one or more elements may be required for approval (e.g. scaled renderings of experiential space and media proofs for integrated campaigns). Submission of the proofs shall constitute the agency/client warranty to Westfield that all elements have been cleared for the assigned use (eg: place based advertising, digital, experiential campaigns) with respect to intellectual property rights: this includes, but is not limited to, rights of privacy and publicity and master, mechanical, performance and synchronization rights for music (when applicable).

All material submitted for approval for placement within Westfield's centers or media platforms is kept strictly confidential within Westfield. Proprietary information subject to Westfield review shall not be disclosed with any parties outside the company.

The basic principles of advertising acceptance are: advertising should be honest and in good taste, claims should be substantiated and qualifying information about the attributes or use of a product should be disclosed whenever qualifying information is required to avoid misleading consumers.



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# GUIDELINES

## GENERAL STANDARDS

Westfield reserves the right to:

1. Accept or reject at any time advertising for any product or service submitted for display at Westfield centers or within Westfield assets.
2. Require elimination or revision of any material in advertising copy which violates Westfield standards, policies or guidelines; federal, state or local laws or regulations; is otherwise contrary to the public interest; or is in violation of Westfield Terms and Conditions;
3. Reject any advertising in which the advertised product, program, or service could negatively affect shoppers; and
4. Reject any advertising that appears in Westfield's sole judgment to improperly associate the submitting advertiser with Westfield.
5. In order to determine the acceptability of advertising material, Westfield has the right to investigate the advertiser and the accuracy of all statements and claims made in advertising copy, including requiring the advertiser to provide substantiation or documentation providing a reasonable basis for the claims, as determined by Westfield.

Westfield reserves the right at any time to revoke its acceptance of and to require the elimination or revision of any advertising material that is inconsistent with Westfield standards and policies.

Westfield also reserves the right to require revision of any advertising material to meet emergency circumstances or situations of unusual significance.



**QUESTIONS & FILE  
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# 75" SCREEN SPECS

## SPEC

1080W x 1920H pixels

## PHYSICAL ACTIVE SCREEN SIZE

3.5' W X 5' H

42" W X 60" H

## PRODUCT

75" Portrait LCD Display



# 5' 8" X 9' 5" SCREEN SPECS

## SPEC

288W x 480H pixels

## PHYSICAL ACTIVE SCREEN SIZE

5'8" W X 9' 5" H

## PRODUCT

6mm LED



# 100ft SCREEN SPECS

## SPEC

First build as: 2988W x360H pixels

Then stack and deliver as: 1920W x 1080H pixels

Instructions on following page

## PHYSICAL ACTIVE SCREEN SIZE

100 ft

## PRODUCT

10mm LED



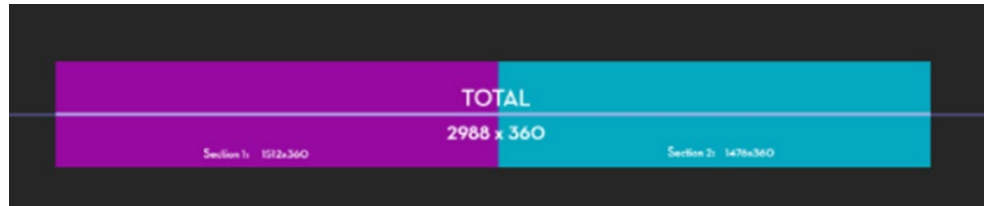


# 100ft SCREEN SPECS

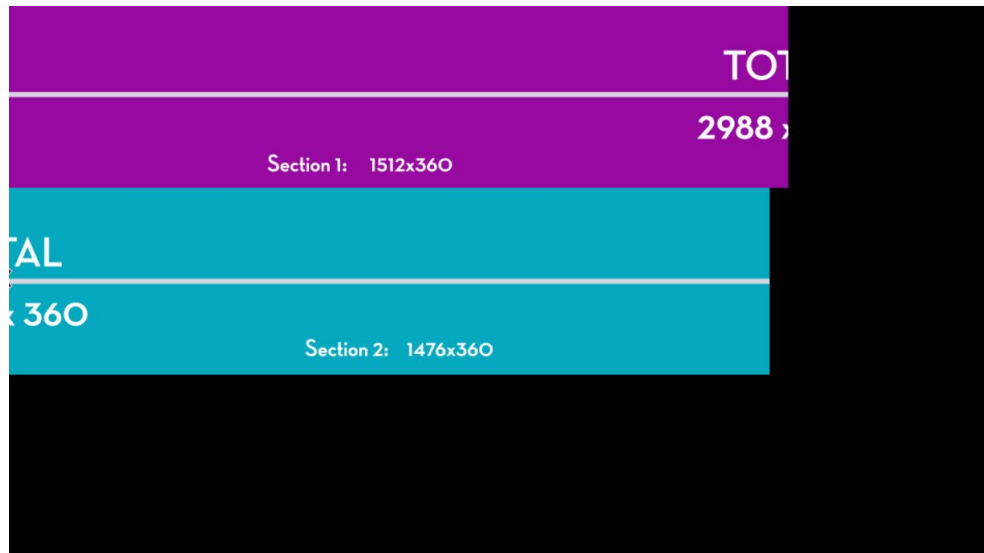
## STEP 1: DESIGN FILE AS 2988W X 360H

Section 1: 1512 x 360

Section 2: 1476 x 360



## STEP 2: CUT AND STACK



## STEP 3: DELIVER FINAL FILE AS 1920W X 1080H



CO  
MOVIE NIGHT  
May 23,  
Get Tickets: w

**WE SEE**  
ITS AT THE ATRIUM  
24 & 25 • 7:30PM  
[westfield.com/centurycity](http://westfield.com/centurycity)

*Westfield*

## TEMPLATE

- Use either the Photoshop, or After Effects template provided at this link to produce this final format:

<https://westfieldus.box.com/s/q91jvquqtslfgzfocun4upddf50yl0>