

 CHRISTCHURCH
TOWN HALL

DIGITAL SCREENS



venuesotautahi.co.nz

VENUES
ŌTAUTAHI

[@venuesotautahi](https://www.instagram.com/venuesotautahi)

DIGITAL SCREEN PACKAGES

Venues Ōtautahi provides an extensive multimedia service at the Christchurch Town Hall with the following digital screen packages available.

Commercial Rights & Branding Package

\$299* per event day

The event owner has creative freedom with the ability to display their own branding plus any commercial partners branding (up to a maximum of ten creative files) across all the available digital screens at the Christchurch Town Hall.

Base Package

\$149* per event day

The Event Owner can display one piece of creative across all the available digital screens at the Christchurch Town Hall.

Available **Digital Screens** are outlined on the following pages, along with the full specifications for each screen, overall content guidelines and the delivery process.

Venues Ōtautahi can provide **Digital Content Creation** including imagery and/or video content for the digital screens and event marketing services including content capture and social media management. This service is \$140* per hour.

* rates exclude GST

DIGITAL SCREENS



External Room Screens (2)
1080W x 1920H



Pillar Screens (4)
540W x 1920H

CONTENT SPECIFICATIONS

VIDEO

Codec - H.264

Output Format - MP4

Field Order - Progressive

Bitrate - Target 10Mbps (Max 12Mbps)

Bitrate Encoding - VBR-1 Pass

Profile - Main

Keyframe Distance - 9

STATIC

Format - JPEG or PNG

DPI - 72

Colour Mode - RGB

CONTENT GUIDELINES

- High contrast graphics
- Bold logos and type
- Dark backgrounds with light text / logos
- Short messages
- Having consistent empty space between all elements (logos, image, copy)
- Consider having the brand logo or main message on screen for majority of the time
- Avoid white backgrounds
- Animations should loop in case your creative is played back to back
- When creating the animations (looped or otherwise), consider having the main content visible on the end frame, in case the animation needs to pause for any reason
- Avoid long messages or content spaced far apart

External LCD Digital Screens:

- Transit restrictions apply
- Static imagery only with no less than 10 second rotation

TERMS AND CONDITIONS

- All creative must be provided four working days prior to the first event day
- Creative provided within two working days to the event will incur a \$99* late creative fee
- Additional creative files (more than ten) will incur a charge of \$49* per creative file