



WOLFBROOK
ARENA

DIGITAL SCREENS



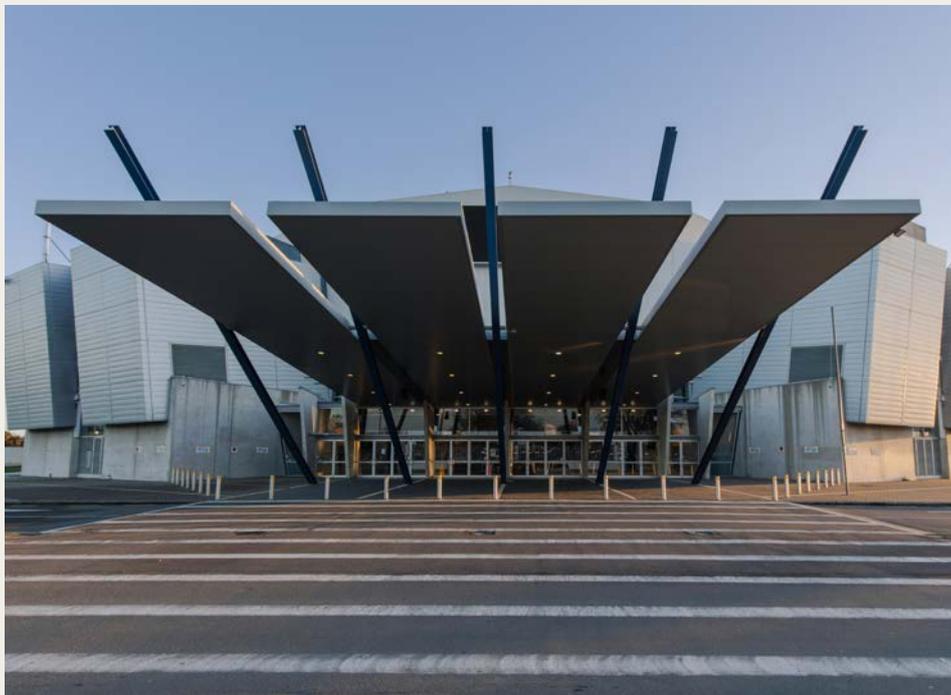
DIGITAL SCREEN INFORMATION

This document provides an outline of the available opportunities for promoting your event through Venues Ōtautahi's multimedia service at Wolfbrook Arena.

See the below examples and specifications which are required to be supplied to take advantage of these opportunities.

Please supply as much information as possible to ensure an accurate representation of your event and to maximise available marketing opportunities.

Please send imagery to: marketing@venuesotautahi.co.nz



DIGITAL SCREEN PACKAGES

Venues Ōtautahi provides an extensive multimedia service at Wolfbrook Arena with the following Digital Screen Packages available.

Commercial Rights & Branding Package

\$1,995* per event day

The Event Owner has creative freedom with the ability to display their own branding plus any commercial partners branding across all the available digital screens at Wolfbrook Arena.

Base Package

\$495* per event day

The Event Owner can display one piece of creative across all the available digital screens at Wolfbrook Arena.

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



Main Entrance Screen
1152W x 384H



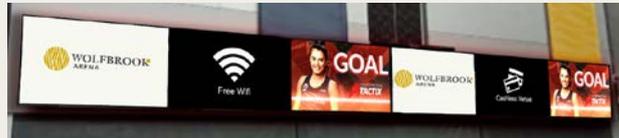
Internal Vomitory Doors (4)
864W x 216H



Main Entrance Doors (4)
864W x 216H



2 x 2 Video Walls (2)
1920W x 1080H



Merchandise Screens (4)
1920W x 1080H



Food & Beverage Outlet Screens (2)
1920W x 1080H



Landscape Screens (2)
1920W x 1080H

* please note the Wolfbrook Arena logo will be displayed on rotation on the Main Entrance Screen, Internal Vomitory Doors, Video Walls, Food & Beverage Outlet Screens and Landscape Screens.

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

DELIVERY PROCESS

All content must be provided four days prior to the first showing.