

City of Greater Dandenong Advertising Media Submittal Form

Content title:

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Technical Requirements:

MOTION:

- Content is to be supplied at a resolution of 1920 x 1080, at 50 interlaced or 25 progressive frames per second.
- File type needs to be H.264 codec in a MP4 wrapper. No other wrapper or codec will be accepted.
- No DRM or other protected/digital rights managed content is able to be accepted.
- A 5% 'safe/action zone around the outside of frame should be observed to allow for any cropping or processing. Small font sizes should also be avoided.

STILLS:

- Content is to be supplied at a resolution of 1920 x 1080 @ 72 dpi.
- File type needs to be JPEG.
- A 5% 'safe/action zone around the outside of frame should be observed to allow for any cropping or processing. Small font sizes should also be avoided.

If deliverables are being supplied as part of a Council commissioned piece then all original source files need to be supplied. This includes RAW files, dailies/rushes, project files and any associated graphical assets.

Contact details:

Business name:

ABN:

Mobile:

Email:

Content details:

Length of content:

Delivery method (ie HDD, USB, data DVD, Web):

Date of production:

Brief synopsis:

City of Greater Dandenong content terms and conditions.

1. All entries must be original work. Content submitted to the City of Greater Dandenong that does not have copyright clearance in regards to the use of non-original material cannot be considered for showing. This includes sound or visual clips. While work submitted for assessment does not contravene copyright legislation, once they are displayed in the public domain their legal status changes. Applicants should seek clearance of all non-original material used.
2. Entries must be in English or with English subtitles, otherwise an English transcript must be provided.
3. The City of Greater Dandenong does not return USB keys, DVDs or HDDs that are submitted with content.
4. **Content must be provided at least 2 weeks prior to screening date.**
5. Content must not be derogatory, discriminatory, or in any way considered offensive.
6. Content must be appropriate for general public exhibition. *As per Classification (Publications, Films and Computer Games) (Enforcement) Act 1995 amend May 2005.* Advertising content that is aligned to Council's strategic objectives as outlined in the Council Plan is preferred.
7. Council cannot provide exact timings for play out of approved advertising media, but rather it will be placed in our 'General playlist' where it will loop and be shown at least the number of times daily agreed upon.
8. Council cannot provide, 'proof of plays' 'as runs' or any other document that provides documentation around play out.
9. Council encourages advertisers to create their content in such a way that it is functional *without* an audio component. This is to maximise effectiveness on screens without audio.
10. Council cannot guarantee play out of advertising during 'blanket' bookings of the screen and square. Ie when there may be an event bumped in for the duration of the day etc. In these instances, play outs will be 'caught up' at the next possible opportunity.
11. The advertiser must provide ABN and business name for invoicing purposes. Invoices must be paid within 14 days. Advertising must be paid in advance of the screening of content.
12. At no time will advertising content constitute more than 5% (24 mins) of total content shown on the screen during business hours.
13. Council reserves the right to refuse any screen content, at its discretion.
14. Two models of commercial advertising with Council are offered;
 - A) **Low rotation: Shown between 4 – 6 times per day**
 - B) **High Rotation: Shown between 6 – 8 times per day**
 - C) **Education sector special rate: Shown between 4 – 6 times per day. Does not include private education providers.**

Advertising by organisations who are delivering a community service, once accepted, is free of charge. Pricing is as per Council's fees and charges schedule, current costs can be advised using contact details below.

NB: Council reserves a discretionary capacity to determine what it believes to be an 'organisation who is delivering a community service'.

Content Providers Declaration

- I agree to comply with all of the general content guidelines set out above
- I confirm that content provided is 'G' rated, or is exempt from classification. (see <http://www.classification.gov.au/Pages/Home.aspx>)
- I confirm copyright permission, if necessary, has been sought and secured.

Applicant signature:

Name (please print):

Date:

If posting:

**City Greater Dandenong Council
Media and Communications
225 Lonsdale Street Dandenong 3175
PO Box 200 Dandenong 3175**

Please contact screen.bookings@cgd.vic.gov.au if further information is required.

We respect your privacy. We will not sell or give away your personal information, unless required by law. Occasionally, we may use your details for our own research purposes or to let you know about other council information. If you want to see your personal data, modify your details, or if you receive information from us you do not want in the future please contact Council on 8571 1000.

 Phone 8571 1000	 TTY: 133 677 Speak and listen: 1300 555 727 Internet: www.iprelay.com.au	Find us online  www.greaterdandenong.com
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		 www.youtube.com/citygreaterdandenong