



BIG
SCREEN
ADVERTISING

**STYLE
GUIDE**



+03 5023 2241



digital@mildurabasketball.com.au

SPECIFICATIONS

Simple, elegant, dynamic, innovative, unique, are just some of the styles you can achieve for the marketing of your brand in this versatile advertising environment. Below you will find screen and content development information to ensure your slide/s are styled correctly.

01.

SCREEN

Resolution
1176 x 672 Pixels

Maximum Dimensions
1920 x 1080

Single Display Time
20 Seconds

02.

FORMAT

Software
BrightAuthor

Static - Single
image/text
PNG / BMP / JPG

Dynamic - Video
.ts, .mpg, .vob, .mov,
.mp4, .m2ts

03.

FONT

SMALL
Min. 16
Recommended 20
Use for slides containing
a lot of text content.

MEDIUM/LARGE
40 or higher
recommended

04.

EFFECTS

Athletes will be in action during peak display time, therefore, overly bright backgrounds and high-volume flashing or rapid moving content cannot be used.

Simple brand awareness slides are the way to go!

05.

QUALITY ASSURANCE

All content will need to be compliant and consistent in accordance with the Mildura Basketball Style Guide and compliant, consistent and safe in accordance with the Mildura Sporting Precinct Signage Guidelines as outlined on the next page.



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REQUIRED CONSIDERATIONS

Mildura Sporting Precinct prohibited signage includes any content that be considered to:

- Promote gambling or entice the community into financial overcommitment.
- Market, promote or advertise products or services that are misleading or that are deceitful in nature.
- Produce, promote or distribute products or services likely to be harmful to the community.
- Discriminate by way of race, religion or sex in employment, marketing or advertising practices.
- Exploit people through the payment of below award wages or poor working conditions.
- Contribute to the inhibition of human rights generally.
- Contravene the Health Choice Policy Guidelines for sport and recreational centres.
- Promote unreasonable harm to the environment.

FREQUENTLY ASKED QUESTIONS

Can we advertise alcohol?

Signage must not contain direct advertisement for gambling, tobacco or alcohol related products or trademarks. Where business or enterprise sells alcohol as part of its business activities, signage will only be permitted where the signage, advertises only the name of the business, or alternative products that also form part of its business, that do not contravene other areas of this policy.

Can we advertise food?

Any user groups seeking to display signage advertising food and beverage products must advertise in accordance with the traffic light classification system contained in the Healthy Choices Guidelines. No Sign Owner or Applicant can display promotional or sponsorship materials that are inconsistent with the **Healthy Choices Policy Guidelines for Sport and Recreation Centres**.



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