



mcdonald jones
stadium

McDonald Jones Stadium

Digital Assets Guide

2025

For more information contact content@venuesnsw.com

Core Digital Asset Specification

SuperScreens – North and South Full screen takeover

Basic	
Frame Size	1920px x 1080px (16:9)
Visible Ratio	1920px x 726px (24:9)
Still	
Format	PNG / JPG
Colour Mode	RGB
Video	
Codec / Format	MP4 / H264
Frame Rate	50fps
Duration	Variable
Level	4:1
Bitrate	CBR 50Mbps
Audio	NA unless exclusive booking Audio Technician required



Safe Zone - 102px

Safe Zone - 102px

Core Digital Asset Specification

SuperScreens –Full screen & Side Bar

Basic	
Frame Size	1920px x 1080px (16:9)
Visible Ratio	Allow 20px border
Still	
Format	PNG / JPG
Colour Mode	RGB
Video	
Codec / Format	MP4 / H264
Frame Rate	50fps
Duration	Variable
Level	4:1
Bitrate	CBR 50Mbps
Audio	NA



Core Digital Asset Specification

SuperScreens –North & South Videoscreen Side Bar

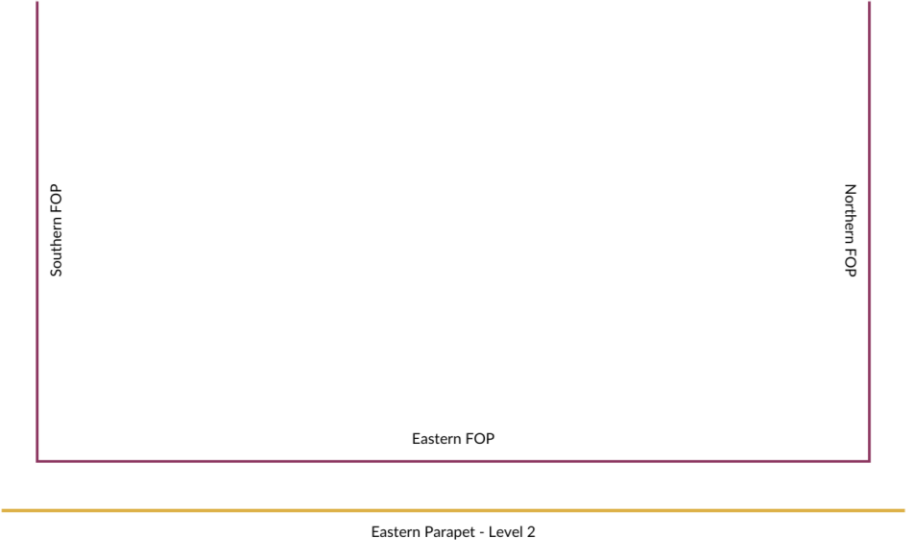
Basic	
Frame Size	1920px x 1080px (16:9)
Visible Ratio	Allow 20px border
Still	
Format	PNG / JPG
Colour Mode	RGB
Video	
Codec / Format	MP4 / H264
Frame Rate	50fps
Duration	Variable
Level	4:1
Bitrate	CBR 50Mbps
Audio	NA



Core Digital Asset Specification

LED

Basic	
LED 1	2000px x 96px
LED 2	2000px x 96px
FOP - East	12000px x 90px
FOP - North	6000px x 90px
FOP - South	6000px x 90px
Parapet	2000px x 90px
Still	
Format	PNG / JPG
Colour Mode	RGB
Video	
Codec / Format	MP4 / H264
Frame Rate	50fps
Duration	Variable
Level	4:1
Bitrate	CBR 50Mbps
Audio	NA



LED Content Guidelines

To make the maximum use of your LED perimeter signage keep creative simple, bold and clean

Content should adhere to the following guidelines. Should the content submitted be deemed as unsuitable, we will ask that it be re-submitted so that it adheres to our guidelines. All content requires the approval of Venues NSW.

For creative best practice please see below:

- Make use of contrasting colours to ensure logos & messages have maximum legibility
- Text & messages should be concise with a clean legible font & spaced evenly
- Utilise the total width & height available
- Horizontal logos work better than vertical versions
- Using the maximum pixel height to ensure your message is legible, there is no safe zone
- All moving objects should appear to seamlessly to move off one edge and appear on the opposing edge to create the appearance of objects moving simultaneously
- No flashing or fast moving animation that distracts from in game or non-event day activity
- Limit unbranded time - keep brand or logo on most of the time to maximise exposure
- Avoid blank areas that waste space
- Use contrasting colours such as light text & logos on a dark background
- If using a scroll please keep speed to 1 pixel per frame
- Use short messages for maximum exposure
- Avoid thin or complicated fonts

Keep it simple! Most often the simplest messages and animations are the most effective.





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