

# SPECIFICATION FOR GRAPHIC DESIGNER

## DG\_CS – DIGITAL CITYSCREEN



### STATIC ADVERTISING:

File format – JPG, JPEG, BMP, PNG

Maximum file size – 10 MB

### VIDEO ADVERTISING:

File format – MP4

Maximum file size – 40 MB

*In order to reduce flickering between successive screenings of advertising materials of potentially different brightness, the change of content in digital panels has a form of smooth transition between materials.*

*We recommend that the first and last 0.6 seconds of the advertising material contain no content that might make reading or interpreting the ad hard during such a smooth transition. In particular, this applies to dynamic subtitles that may appear and disappear in the above-mentioned period.*

Colouring – RGB

File resolution – minimum resolution 700 x 500 px; high resolutions are available, that have the same aspect ratio (e.g. 1400 x 1000 px, etc.)

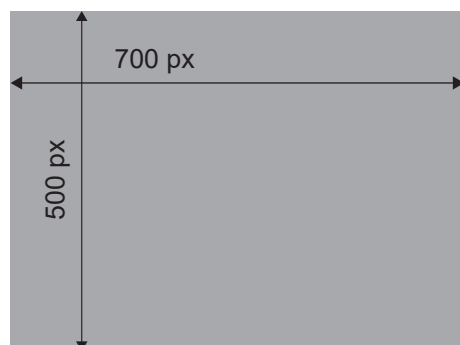
Spot length – **up to 30 seconds (depending on the contract/order signed):**

**10 sec., 15 sec., 20 sec., 25 sec. or 30 sec.**

No audio.

Minimum font size (for minimum resolution) – 0,05 cm

**File name must include spot length.**



area for advertising – 700 px x 500 px