

SPECIFICATION FOR GRAPHIC DESIGNER

DG_IN – DIGITAL INDOOR

ams

STATIC ADVERTISING:

File format – JPG, JPEG, BMP, PNG

Maximum file size – 10 MB

VIDEO ADVERTISING:

File format – MP4

Set of video files should contain:

- spot for broadcast – max 40 MB
- spot for approval (preview video) – max 5 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 1080 x 1920 px; high resolutions are available, that have the same aspect ratio (e.g. 2160 x 3840 px, etc.)

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

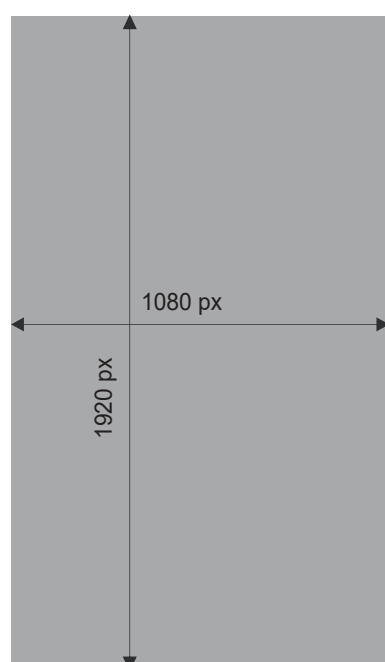
10 sec., 15 sec., 20 sec., 25 sec. or 30 sec.

No audio.

Minimum font size (for minimum resolution) – 0.05 cm

File name must include spot length.

We don't accept files without a preview video.



area for advertising – 1080 px x 1920 px