

SPECIFICATION FOR GRAPHIC DESIGNER

DG_CS – DIGITAL CITYSCREEN PROGRAMMATIC



STATIC ADVERTISING:

File format – JPG, JPEG, BMP, PNG

Maximum file size – 10 MB

VIDEO ADVERTISING:

File format – MP4

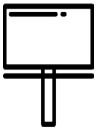
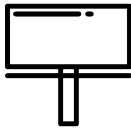
Maximum file size – 40 MB

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.

Colours – RGB

File resolution:

Proportions	7:5	2:1
Minimum resolution	700 x 500 px	600 x 300 px
Panel size	8m ²	18 (32)m ²
		
Location	Poznań Warsaw Wrocław	Warsaw

In order to ensure the best use of the panel space, it is recommended to prepare creation in the **7:5** format and **2:1** format. In case the creation in one of the above-mentioned formats is not available, screening will be carried out in the following way: the format of the available file will be maintained and the missing spaces will be filled with mattes.

In addition to the aforementioned formats, the **3:1** format is also supported → minimum resolution: **1040 x 340 px** → for **Warsaw, Powsińska 42/44**.

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.