

## TECHNICAL SPECIFICATION

### INNER TOWER SHOPPING CENTER “ALEJA BIELANY”

#### Artwork Requirements:

**Resolution:** 2304 px (3x768 px - width) x 2304 px (height), progressive

**Orientation:** portrait, 3 **connected** screens 768 x 2304 px (frameless)

**Spot length:** exactly 10 seconds

**Colour space:** RGB

**Supported static files:** recommended JPEG (72-150 dpi); PNG, BMP

**Supported video files:** recommended container format: Mp4, codec: H.264, bitrate constant: 35Mbps, CBR; WMV, bitrate: 10Mbps Constant (CBR); MPEG2, MOV, AVI

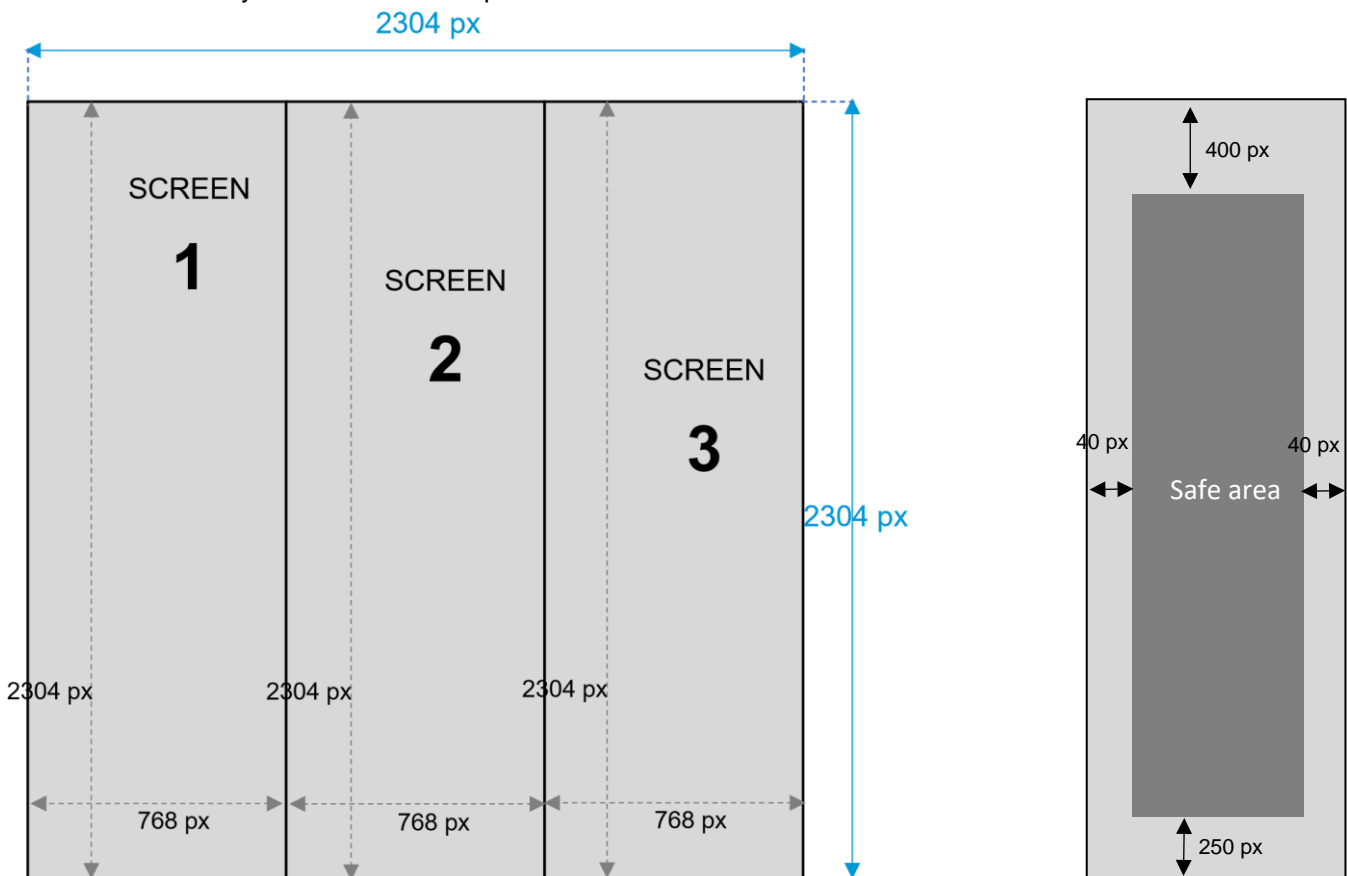
**Number frames per second:** 25/s

**File Size:** not larger than 30 MB

**Background:** advertisement cannot have a transparent background

**Safe Area:** due to the screen size, in order to achieve maximum readability, the main elements of the spot should be located in the central part of the frame, according to the attached diagram.

\*Other formats may be broadcast after prior verification in Clear Channel Poland.



Note: If necessary, each screen can have an independent creation.

## Quick Tips for Advertising Content:

- Avoid details and keep the information to minimum.
- Think content from the different point of view than other media.
- Use vivid, large images.
- Make sure that the image is clear and has a good contrast.
- Even the smallest movement attracts more than static images.
- Avoid using too small fonts and pictures because objects that are too small are not seen far enough.
- The material should not include ultra-promotional and pro-sales content for advertising discount offers.
- Broadcasting of each advertisement must be approved by shopping centre managers.

## File transfer:

**Materials for broadcasting should be sent to ftp. The login details will be provided by Clear Channel representative.**

Please describe the files according to specification:

Campaign Date\_Customer\_Theme\_Name of the shopping mall

## **Deadline for delivery of files for broadcast:**

5 business days prior to campaign start.