Clear Channel

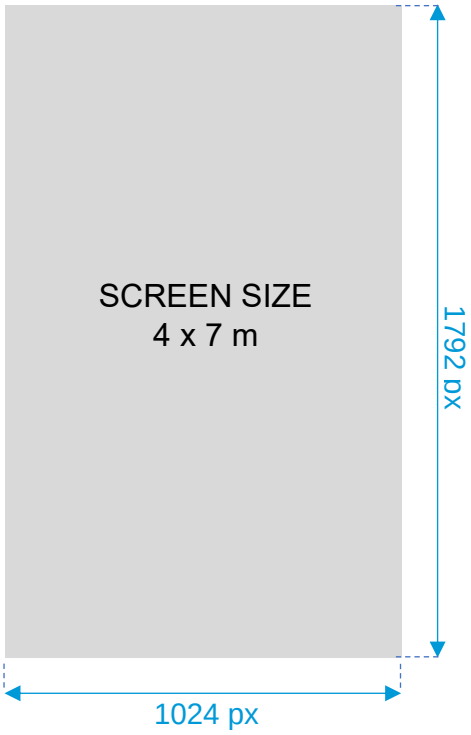
TECHNICAL SPECIFICATION

INNER WALL SHOPPING CENTER "ARKADIA" – SCREEN No 2

Artwork Requirements:

Resolution: 1024 px (width) x 1792 px (height), progressive
Orientation: portrait with aspect ratio 9x16
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: 30Mbps, 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

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



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 submitted in electronic format to the e-mail address of respective sales representative.
Please describe the files according to media specification as per the contract. The maximum size of file sent by email is 10 MB. Please send larger size files via the file transfer site (e.g. DropBox, WeTransfer etc.). If you have different themes in your campaign, you'll also need to add their names.

Deadline for delivery of files for broadcast:
5 business days prior to campaign start.