

## TECHNICAL SPECIFICATION

### INNER WALL SHOPPING CENTER “GALERIA MOKOTÓW”

#### Artwork Requirements:

**Resolution:** 2752 px (width) x 640 px (height), progressive, file divided into two parts: 1376 px (width) x 640 px (height), 1376 px (width) x 640 px (height). One part below the other + black background on the right. **Format of correct production file – 1600 x 1280 px**

**Orientation:** landscape

**Spot length:** exactly 10 seconds

**Colour space:** RGB

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

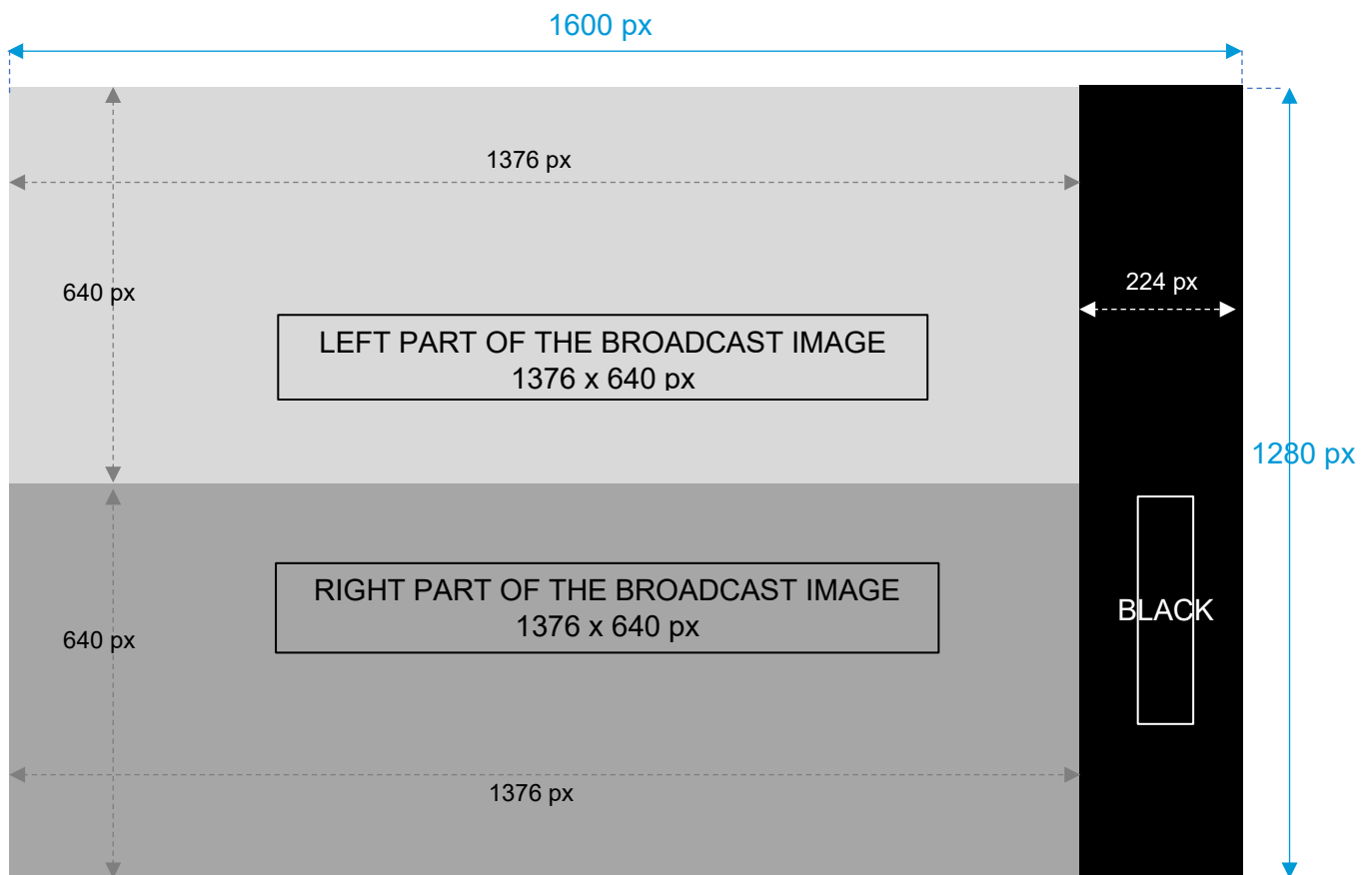
**Supported video files:** recommended container format: Mp4, codec: H.264, bitrate constant: 35Mbps, CBR; WMV, bitrate: 10Mbps Constant (CBR); MPEG2, MOV, AVI

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

**File Size:** not larger than 100 MB

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

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



Broadcasting the project on the screen in Shopping Centre “Galeria Mokotów”.



### 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.
- **The material may not contain information about prices and discounts.**
- 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.