

TECHNICAL SPECIFICATION

INNER WALL SHOPPING CENTER “SERENADA”

Artwork Requirements:

Resolution: Full HD 1920 px (width) x 2624 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: 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

*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 via FTP . The details how to proceed with FTP you receive from respective sales representative. Due to security issues ClearChannel accepts only sending advertising files via ftp server. Please describe the files according to media specification as per the contract 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.

