

TECHNICAL SPECIFICATION

INNER WALL SHOPPING CENTER “WROCLAVIA”

Artwork Requirements:

Resolution: Full HD 1920 px (width) x 1080 px (height), progressive

Orientation: landscape with aspect ratio 16x9

Spot length: exactly 10 seconds

Colour space: RGB

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

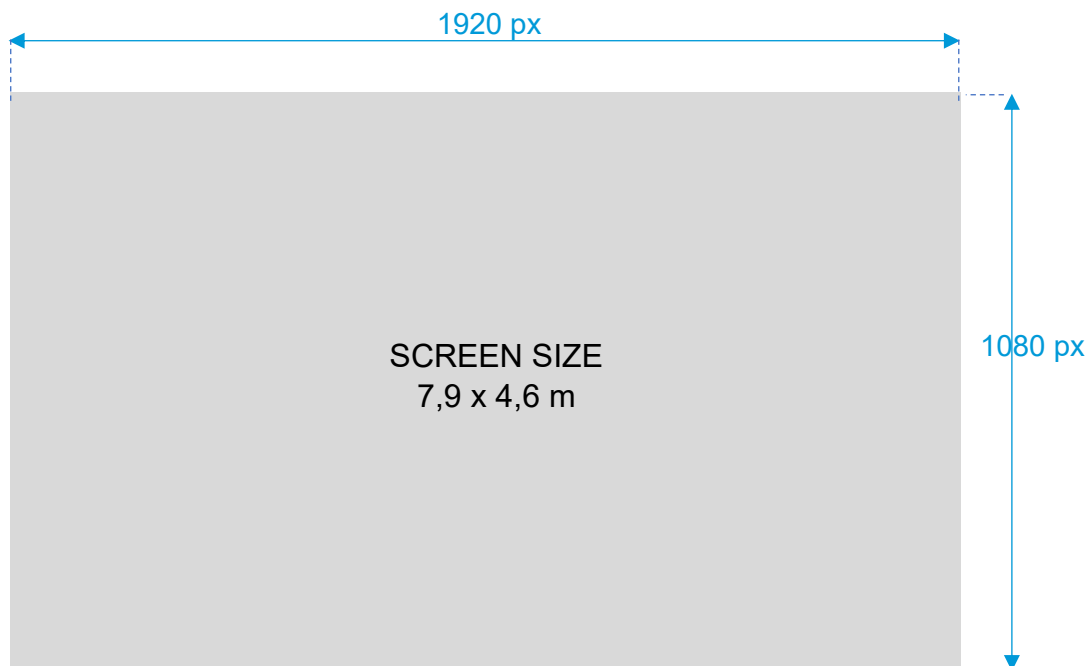
Supported video files: recommended container format: Mp4, codec: H.264, bitrate constant: 35Mbps, CBR; WMV, bitrate: 10Mbps Constant (CBR); MPEG2, MOV, AVI

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 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.