

## TECHNICAL SPECIFICATION

### EXTERNAL WALL SHOPPING CENTER “ARKADIA”

#### Artwork Requirements:

**Resolution:** 1216 px (width) x 846 px (height), progressive

**Orientation:** landscape with aspect ratio 16x10,95

**Spot length:** exactly 10 seconds

**Colour space:** RGB

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

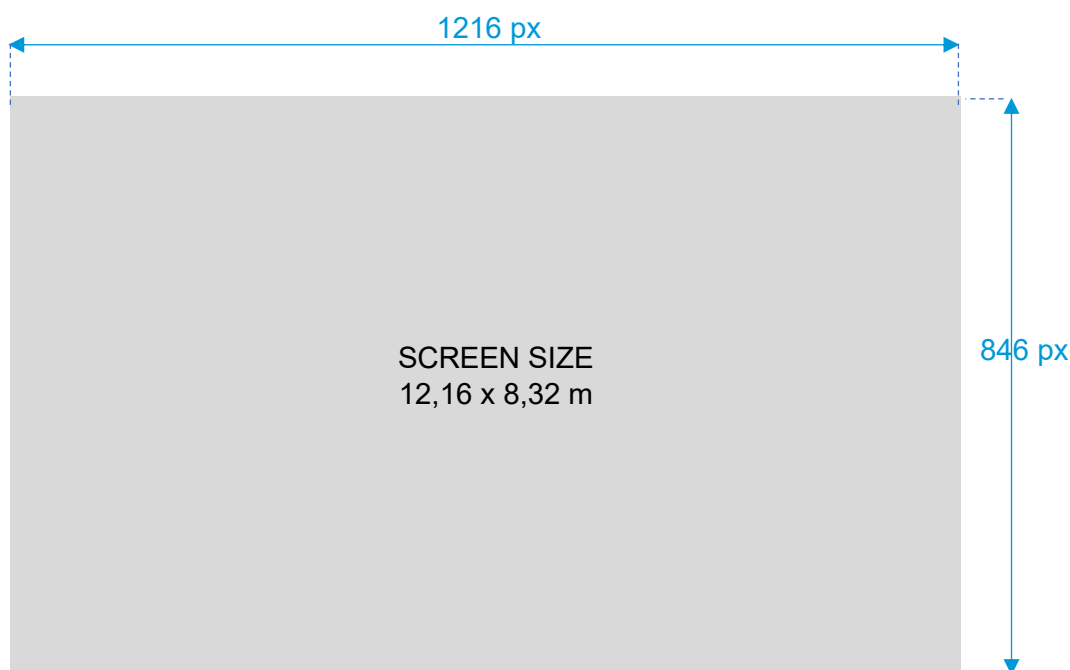
**Supported video files:** recommended container format: Mp4, codec: H.264, bitrate constant: 35Mbps, CBR; WMV, bitrate: 10Mbps Constant (CBR); MPEG2, MOV, AVI

**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.
- **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.