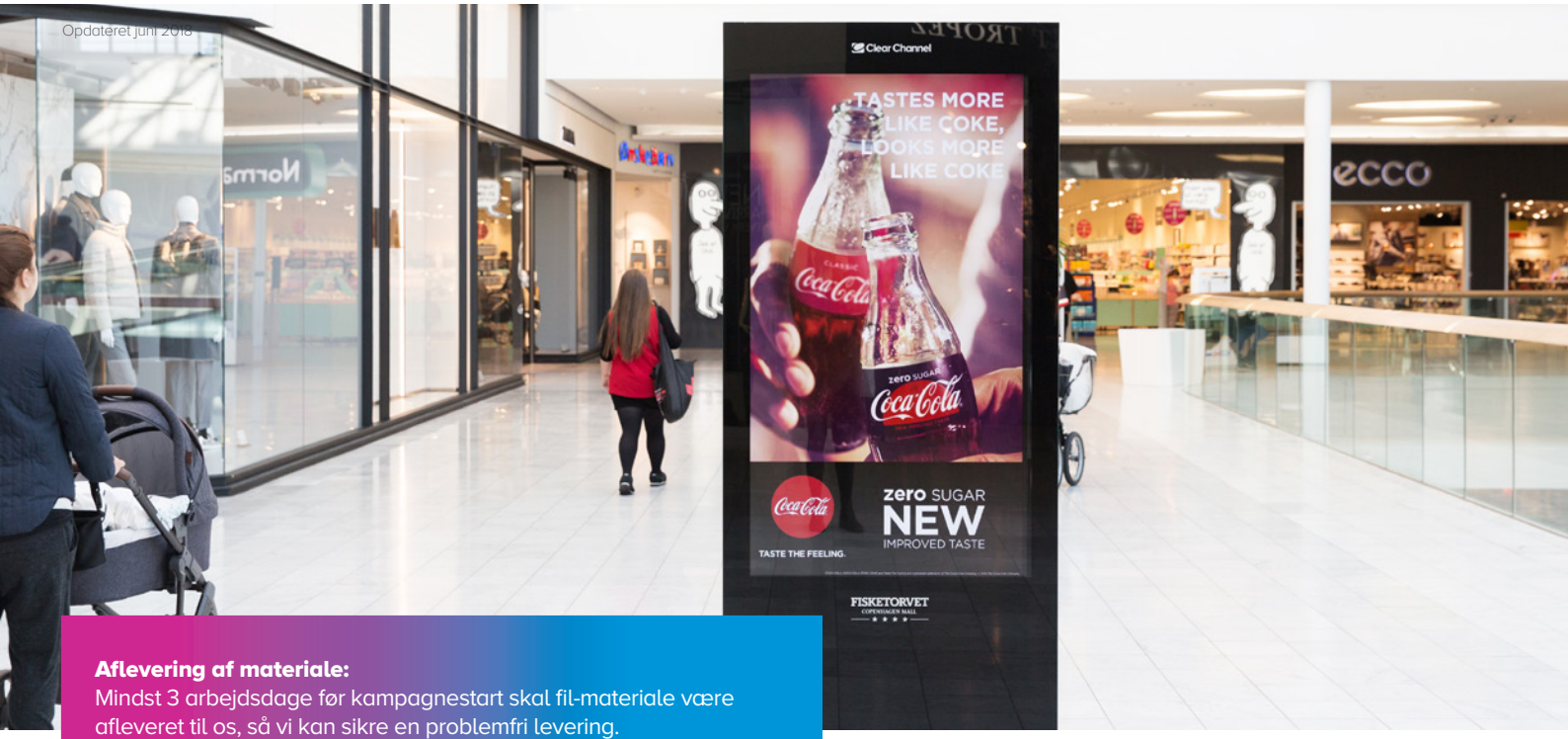
Leveringsspecifikationer

Play Shopping

Ordrenr.:
Kunde:
Kampagneuge(r):
Deadline for levering af spot(s):
Kommentarer (evt.):

Opdateret juni 2018



Aflevering af materiale:
Mindst 3 arbejdsdage før kampagnestart skal fil-materiale være afleveret til os, så vi kan sikre en problemfri levering.

Generelt:
- Spotlængde: 5 eller 10 sekunder - tjek med den indkøbte medie-tid på ordrebekræftelsen

Format
- Opløsning: 1080 x 1920 pixels (9:16 høj/portrætformat)
- Skærmstørrelse: 50'', 55'' og 65''

Lineær materiale:
– Opløsning: 1080x1920 px (9:16 høj/portrætformat)
– Filformat: .mov. eller .mp4. (Statisk materiale leveres som .jpeg eller .png, 72 dpi)
– Codec: h.264.
– Bitrate: Max 20 000 kb/s
– Framerate: 25 fps

Dynamisk materiale:
- HTML5
- Browser: Chromium 59 Embedded Framework med integreret cache-funktionalitet (løsningen skal også kunne fungere offline og gøre brug af cache-funktion. På denne måde behøver du ikke millisekund-hurtige svar, da 3G / 4G dækning kan variere i forskellige områder.)
- Leveringsformat: URL

Anbefalinger til layout
- Let afkodeligt budskab både i billede og tekst
- Anvend kontrastfarver
- Sørg for, at logoer er letafkodelige
- Kort og letlæselig tekst
- Levér en kreativ og levende eksekvering

Upload spot(s):
www.clearchannel.dk/file-uploader
Mrk. filen: Ordrenr._Kundenavn_Kampagneuge_Medie

Alternativ upload via wetransfer til playcontent-dk@clearchannel.se

Inspiration? Se vores digitale design guidelines

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Anbefalinger til layout
- Let afkodeligt budskab både i billede og tekst
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Det er annoncørens ansvar at sikre, at layout eller design ikke strider mod markedsføringsloven eller krænker 3. mands immaterielle rettigheder, samt at materialet overholder de anførte specifikationer. Se vores forretningsbetingelser på clearchannel.dk

Spørgsmål? Kontakt support-kp@clearchannel.dk

Clear Channel Danmark
Wildersgade 8, 4. sal, 1408 København K
T: +45 3644 0244
www.clearchannel.dk - CVR 1353 7607

Delivery specifications

Play Shopping

Order no.:

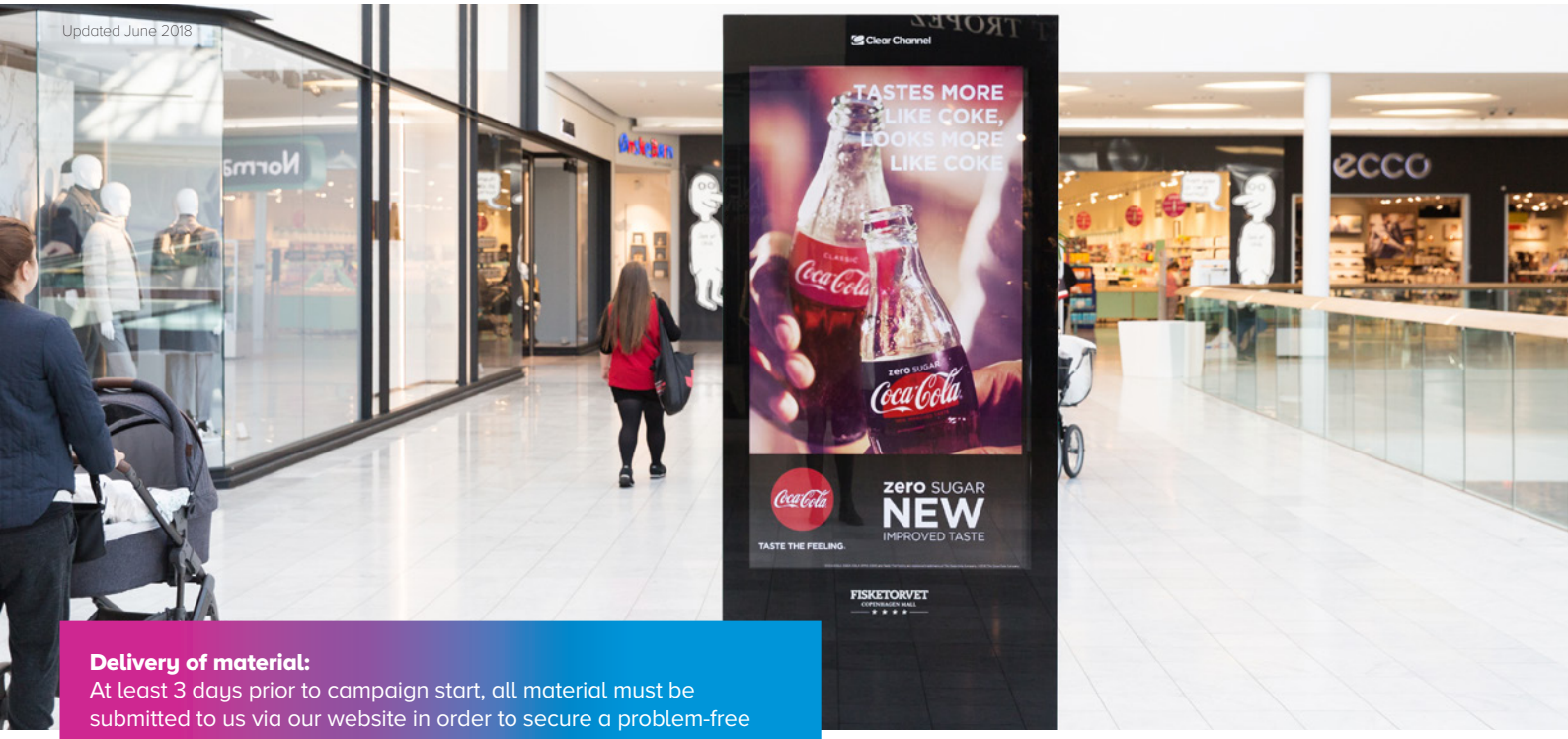
Client:

Campaign week(s):

Deadline for delivery of spot(s):

Comments (if any):

Updated June 2018



Delivery of material:
At least 3 days prior to campaign start, all material must be submitted to us via our website in order to secure a problem-free delivery.

General:
- Length of spot: 5 or 10 seconds – check purchased media against order confirmation.

Format:
- Definition: 1080 x 1920 pixels (9:16 portrait format)
- Screen size: 50'', 55'' og 65"

Linear content:
– Resolution: 1080x1920 px (9:16 høj/portrætformat)
– File format: .mov. or .mp4. (Static material is delivered as .jpeg or .png, 72 dpi)
– Codec: h.264.
– Bitrate: Max 20 000 kb/s
– Framerate: 25 fps

Dynamic content:
– HTML5
– Browser: Chromium 59 Embedded Framework with integrated cache functionality.
(The solution should also be able to function offline and use a cache function. In this way you don't need millisecond-quick answers since 3G/4G coverage may vary in different environment.)
– Delivery format: URL.

Layout recommendations:
- Easy-to-decode messages in texts as well as images
- Use color contrasts
- Make sure that logos are easy-to-decode
- Short and easy to read text
- Use the media in the best possible way for your campaign

Upload spot(s):
http://www.clearchannel.dk/file-uploader
File naming: Order number_Client_Campaign week_Media

Alternative upload via wetransfer to playcontent-dk@clearchannel.se

Inspiration? See our digital design guidelines

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Layout recommendations:
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It is the advertiser's responsibility to ensure that the layout or design does not conflict with the Danish Marketing Act or infringe third party intangible rights, and that the material complies with the stated specifications. See our general business terms on clearchannel.dk.

Questions? Contact support-kp@clearchannel.dk

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