

Delivery specifications

Play Adshel Mall

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 adshel format)
- Screen size: 50"-75"

Linear content:

- Resolution: 1080x1920 px (9:16 adshel format)
- 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:

- We strongly recommend dynamic content and not still images for best effect
- 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

Inspiration? See our [digital design guidelines](#)

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Delivery specifications

Play Billboard Mall

Order no.:

Client:

Campaign week(s):

Deadline for delivery of spot(s):

Comments (if any):



General:

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

Format:

- Definition: 16:9 (billboard format)

- Screen sizes:

RO's Torv: W366xH205,8 cm + W244xH137,2 cm

Ballerup Centret: W366xH205,8 cm

Waves: W244xH137,2 cm

Linear content:

- Resolution: 960 x 540 px (billboard format)

- 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.

- Click [here](#) for more info on HTML solutions

Layout recommendations:

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