

Delivery specifications

PLAY HTML

Updated June 2018

Order no.:

Client:

Campaign week(s):

Deadline for delivery of spot(s):

Comments (if any):



Format

Play Shopping and Play Metro: 1080 x 1920 pixels

Play Shopping Landscape: 1920 x 1080 pixels

Spot length

5, 10 or 15 seconds

Settings

Maximum of 25 frames/second (fps)

Delivery notes

If solution is externally hosted:

The solution should be as light as possible in regards to KB. URL per motive must be delivered to Clear Channel. If more than one motive, description about how the solution is supposed to look, must be delivered with the URLs.

If solution is hosted by Clear Channel:

The entire HTML package must be delivered as a self-containing zip-package, with the main document as an HTML document. All static elements should be contained within the zip, but dynamic/live elements can still be grabbed from external servers. This solution is preferred for solutions containing heavy images or videos.

For both solutions:

The HTML document is pre-loaded into the memory of the player a few seconds before the solution is shown on a monitor. Any animations will start when pre-load starts. To pause animations until it is shown on a monitor, use instructions on this page: <https://broadsign.com/docs/11-1-0/developers-intelligent-content/player-api-dynamic-content/dynamic-content/broadsignplay/>

Using the functionality described in the link above, will make the page look faulty in any browser, but will play correct in our playback system.

Get in touch with knut.hoydalsvik@clearchannel.no if you have questions regarding html-solutions.

Other notes

The system engine is based on Chromium 59 and must be produced with the possibilities limited up to Chromium 59. We cannot guarantee that functionality in Chromium 60 or later will work.

Upload spot(s):

<http://www.clearchannel.dk/file-uploader>

File naming: Order number_Client_Campaign week_Media

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

Delivery of material:

At least 5 days prior to campaign start, all material must be submitted to us via our website in order to secure a problemfree delivery.

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

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.