

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

- Screen sizes:

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

Ballerup Centret: W366xH205,8 cm

Waves: W244xH137,2 cm / Outdoor LED W400xH224 cm.

Linear content:

- Resolution: 960 x 540 px

- 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:

- 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

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 problemfree delivery.

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

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.