

## 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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**NB.** For HTML solutions material must be delivered minimum 10 days before campaign start.

### 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](http://clearchannel.dk).