

# SPECIFICATION FOR GRAPHIC DESIGNER

## DG\_CS – DIGITAL CITYSCREEN



### STATIC ADVERTISING:

File format – JPG, JPEG, BMP, PNG

Maximum file size – 10 MB

### VIDEO ADVERTISING:

File format – MP4

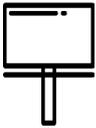
Maximum file size – 40 MB

*In order to reduce flickering between successive screenings of advertising materials of potentially different brightness, the change of content in digital panels has a form of smooth transition between materials.*

*We recommend that the first and last 0.6 seconds of the advertising material contain no content that might make reading or interpreting the ad hard during such a smooth transition. In particular, this applies to dynamic subtitles that may appear and disappear in the above-mentioned period.*

Colours – RGB

File resolution:

Proportions	7:5	16:9	2:1
Minimum resolution	700 x 500 px	586 x 330 px	600 x 300 px
Panel size	8m <sup>2</sup>	18 (32)m <sup>2</sup>	
			
Location	Poznań Warsaw Wrocław	Warsaw	

In order to ensure the best use of the panel space, it is recommended to prepare creation in the **7:5** format and one in the **16:9** or **2:1** format. In case the creation in one of the above-mentioned formats is not available, screening will be carried out in the following way: the format of the available file will be maintained and the missing spaces will be filled with mattes.

In addition to the aforementioned formats, the **3:1** format is also supported → minimum resolution: **1040 x 340 px** → for **Warsaw, Powsińska 42/44**.

Spot length – **up to 30 seconds (depending on the contract/order signed):**

**10 sec., 15 sec., 20 sec., 25 sec. or 30 sec.**

No audio.

Minimum font size (for minimum resolution) – 0,05 cm

**File name must include spot length.**