

Instructions for creating advertisements for digital outdoor displays

Ads on digital outdoor displays are played in full screen for maximizing their visibility.

Digital out of Home Giants

STANDARDS:

- length: 8 seconds
- supported video format: MP4
- supported video codec: H.264
- PAR (Pixel Aspect Ratio): 1:1
- video quality and frame rate: 4.000 kbps; 25 fps

RESOLUTIONS:

Basic resolutions that we need:

(For use on ALL screens, with minimal deviations.):

960 x 576 px (ratio 5:3) in 480 x 384 px (ratio 5:4).

Resolutions by screens:

(For individual screen buys or when you want 100 % resolution matching for top quality).

Emonika LJ, Murska Sobota at BTC roundabout:

- resolution: 960 x 576 px (ratio 5:3)

BTC LJ – Diamant, Atlantis and Aleja mladih, Celovška cesta LJ (Tivoli), Bleiweisova cesta (first display):

- resolution: 480 x 288 px (ratio 5:3)

Tržaška cesta LJ (MDB square):

- resolution: 768 x 480 px (ratio 8:5)

Celovška cesta LJ (The Chamber of Craft and Small Business of Slovenia):

- resolution: 576 x 480 px (ratio 6:5)

Dunajska cesta LJ (GR - Ljubljana Exhibition and Convention Centre)

- resolution: 400 x 304 px (ratio 25:19)

BTC LJ – Hala A, CENTER LJ Šestica and Šubičeva ulica:

- resolution: 480 x 384 px (ratio 5:4)

Bleiweisova cesta (second display):

- resolution: 384 x 288 px (ratio 4:3)

MARIBOR – Titova cesta (The Chamber of Craft and Small Business of Slovenia):

- resolution: 448 x 384 px (ratio 7:6)

MARIBOR – Europark:

- resolution: 768 x 576 px (ratio 4:3)

CELJE – Mariborska cesta:

- resolution: 896 x 512 px (ratio 7:4)

CELJE – intersection between Mariborska cesta and Podjavorškova ulica:

- resolution: 768 x 384 px (ratio 2:1)