

## 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 – (The Chamber of Craft and Small Business of Slovenia, Titova cesta):**

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

**CELJE – intersection between Mariborska cesta and Podjavorškova ulica:**

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

## **Pharmacies - Lekarne Ljubljana**

**LCD displays:**

- length: 10 seconds
- resolution: 1920 x 1080 px
- supported video: MP4, AVI, MPEG, JPG, PNG, animated GIF
- video quality and frame rate: 6.000 – 8.000 kbps; 25/30 fps

**Tablet displays at cashier:**

- length: 10 seconds
- resolution: 1280 x 800 px
- supported video: MP4, AVI, MPEG, JPG, PNG, animated GIF
- video quality and frame rate: 6.000 – 8.000 kbps; 25/30 fps