

## Instructions for creating advertisements for digital displays in pharmacies

### 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