INSTRUCTIONS FOR CREATING ADVERTISEMENTS FOR DIGITAL OUTDOOR DISPLAYS

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

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) are **960 x 576 px** and **480 x 384 px**.

Resolutions by screens in Ljubljana:*

BTC LJ – CENTER LJ - Šestica in Šubičeva ulica (18,43 m²)

resolution: 480 x 384 px

*(creative not needed, if creative for resolution 960 x 576 px or 720 x 432 px is already available

BTC LJ – Diamant, Atlantis in Aleja mladih, Celovška cesta LJ Tivoli (13,82m²)

resolution: 480 x 288 px

*(creative not needed, if creative for resolution 960 x 576 px or 720 x 432 px is already available

Celovška cesta LJ (27,5 m²)

resolution: 576 x 480 px

Dunajska cesta LJ (30,72m²)

resolution: 400 x 304 px

Emonika LJ (55,30 m²)

resolution: 960 x 576 px

Tržaška cesta LJ (MDB square) (36,86 m²)

resolution: 768 x 480 px

* (creative not needed, if creative for resolution 1152 x 720 px is already available - KP)

Brezovica (13,8 m²)

resolution: 720 x 432 px

* video ad is not supported

Resolutions by screens in Maribor, Celju and Murska Sobota:*

MARIBOR – Europark (44,2 m²)
resolution: 768 x 576 px

MARIBOR – Titova cesta (OZS) (19,66 m²)
resolution: 512 x 384 px

CELJE – Mariborska cesta (15,5 m²)
resolution: 896 x 512 px

CELJE – intersection between Mariborska c. in Podjavorškova u. (11,8 m²)
resolution: 640 x 512 px

MURSKA SOBOTA – Rakičan (7,4 m²)
resolution: 384 x 192 px

TSmedia

Resolutions by screens in Koper:*

Stadion Bonifika (36,86 m²)
resolution: 1.152 x 720 px

*video ad is not supported.

Rondo Bonifika (27 m²)
v: 1.056 x 576 px

*video ad is not supported.

Severna obvoznica (27 m²)
resolution: 1.056 x 576 px

*video ad is not supported.

Rondo pri tržnici (14,74 m²)
resolution: 768 x 432 px

*video ad is not supported.

*[For individual screen buys or when you want 100 % resolution matching for top quality].