

## INSTRUCTIONS FOR CREATING ADVERTISEMENTS FOR DIGITAL OUTDOOR DISPLAYS

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

### Standards and resolutions:

- length: **8 seconds**
- supported video format: **MP4** | supported video codec: **H.264**
- PAR [Pixel Aspect Ratio]: **1:1, square pixels** | Bitrate Encoding: **CBR - 4Mbps**
- video quality and frame rate: **4.000 kbps** | Frame Rate: **25 fps** | Field Order: **Progressive**
- audio: **disabled**

Basic resolutions that we need [for use on all screens, with minimal deviations] are **1.440 x 864 px**, **1.440 x 1.152 px** and **1.056 x 576 px**.

### Resolutions by screens:\*

## 1000 Ljubljana

### Bleiweisova cesta [13,8 m<sup>2</sup>]

resolution: 480 x 288 px



### Celovška cesta - OZS [27,65 m<sup>2</sup>]

resolution: 864 x 720 px



## Celovška cesta - Tivoli [13,82 m<sup>2</sup>]

resolution: 720 x 432 px



## Dunajska cesta - GR, from city centre [30,72 m<sup>2</sup>]

resolution: 400 x 304 px



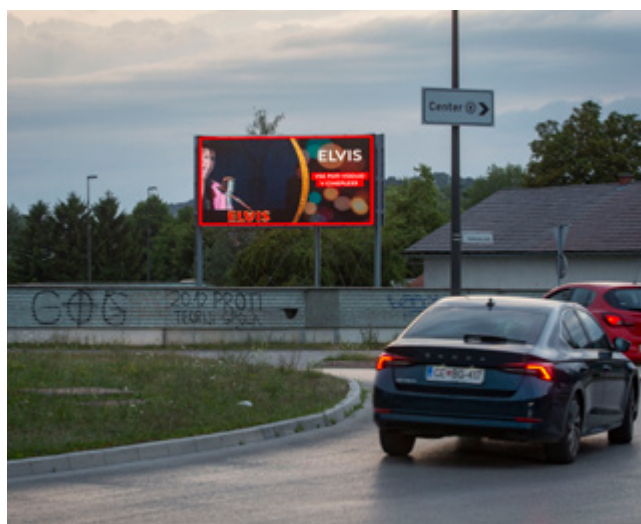
## Dunajska cesta - GR, towards the center [30,72 m<sup>2</sup>]

ločljivost: 400 x 304 px



## Rudnik - Roundabout Supernova / E.Leclerc

[16,5 m<sup>2</sup>] resolution: 864 x 432 px



## Šestica [18,43 m<sup>2</sup>]

resolution: 720 x 576 px



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

## Šubičeva ulica [18,43 m<sup>2</sup>]

resolution: 720 x 576 px



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

## Tržaška cesta [44,24 m<sup>2</sup>]

resolution: 1.152 x 864 px

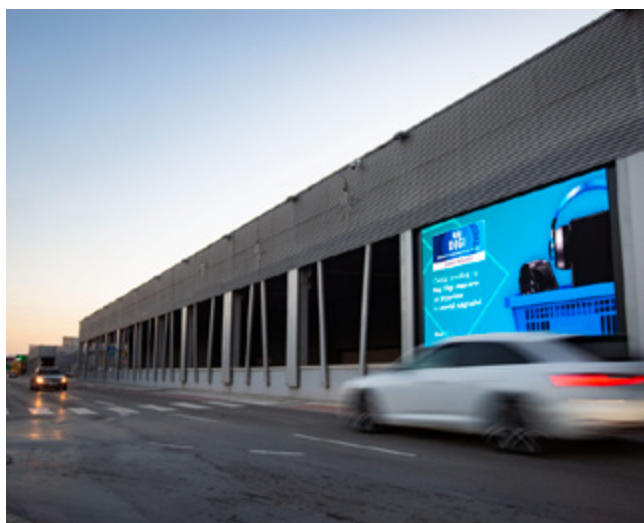


*creative not needed, if creative for resolution 1152 x 720 px is already available - KP*



## BTC Aleja mladih [31,1 m<sup>2</sup>]

resolution: 720 x 432 px



## BTC Atlantis [31,1 m<sup>2</sup>]

resolution: 720 x 432 px



## BTC Diamant [31,1 m<sup>2</sup>]

resolution: 720 x 432 px



## 1351 Ljubljana - Brezovica

**Brezovica [13,82 m<sup>2</sup>]**  
resolution: 720 x 432 px



## 2000 Maribor

**Europark [44,2 m<sup>2</sup>]**  
resolution: 768 x 576 px



**Titova cesta [OZS] [19,66 m<sup>2</sup>]**  
resolution: 512 x 384 px



## Titova cesta [from city centre] [13,8 m<sup>2</sup>]

resolution: 480 x 288 px



# 2250

Ptuj

## Ob Dravi [18,4 m<sup>2</sup>]

resolution: 480 x 384 px



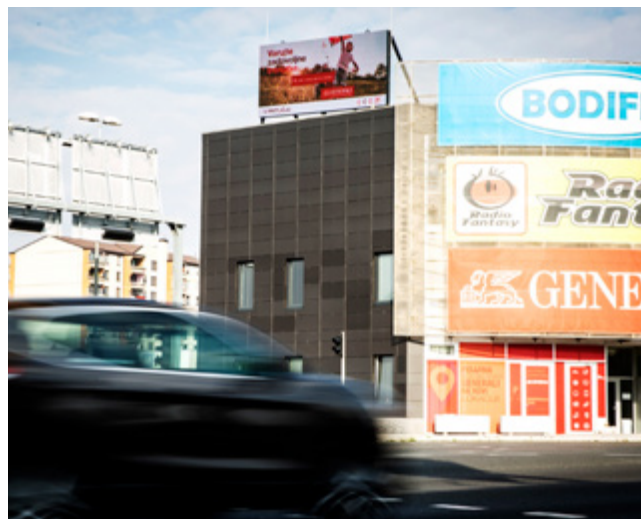


3000  
Celje

Mariborska cesta / from A/C, Merkur [11,8 m<sup>2</sup>]  
resolution: 640 x 512 px



Mariborska cesta in Podjavorškova ulica / from Celje centre [18,8 m<sup>2</sup>] resolution: 768 x 384 px



3212  
Vojnik

Celje towards Vojnik [9,83 m<sup>2</sup>]  
resolution: 768 x 512 px



Vojnik towards Celje [9,83 m<sup>2</sup>]  
resolution: 768 x 512 px



## 4000 Kranj

**Kolodvorska cesta [55,3 m<sup>2</sup>]**

resolution: 960 x 576 px



## 5000 Nova Gorica

**Erjavčeva ulica [11,1 m<sup>2</sup>]**

resolution: 576 x 432 px





# 6000 Koper

**Bonifika roundabout (27 m<sup>2</sup>)**

resolution: 1.056 x 576 px



**Bonifika Stadium (36,86 m<sup>2</sup>)**

resolution: 1.152 x 720 px



**Marketplace roundabout (14,74 m<sup>2</sup>)**

resolution: 768 x 432 px



**North roundabout (27 m<sup>2</sup>)**

resolution: 1.056 x 576 px



## 6310 Izola

**Belvedere [25,8 m<sup>2</sup>]**  
resolution: 672 x 384 px



## 6320 Portorož

**Obala 16 [13,82 m<sup>2</sup>]**  
resolution: 480 x 288 px



## 8105 Novo mesto

### Bršljin Roundabout (25,8 m<sup>2</sup>)

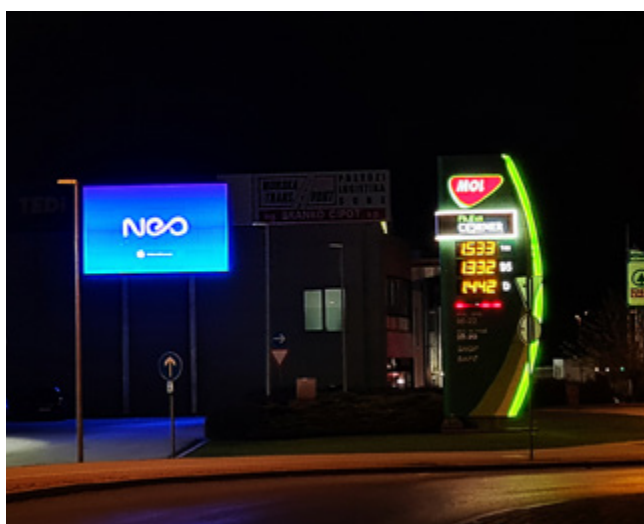
resolution: 672 x 384 px



## 8000 Murska Sobota

### BTC Roundabout (24,57 m<sup>2</sup>)

resolution: 640 x 384 px



### Southern entrance (7,4 m<sup>2</sup>)

resolution: 384 x 192 px



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