TSmedia

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:
- **1800 x 1080 px** (5:3)
- **1800 x 1440 px** (5:4)
- **1804 x 984 px** (11:6)

Decree on Bilingualism:

Based on the Decree on the implementation of Bilingualism in the nationally mixed area in the municipalities of Piran, Izola, Koper and Ankaran, ads on outdoor digital screens in these areas must be prepared in both **Slovenian** and **Italian**, with both languages being represented equally.

The Decree applies to TSmedia's outdoor digital screens

- **Koper**:
  Bonifika roundabout
  Bonifika Stadium
  Marketplace roundabout
  North roundabout

- **Izola/Belvedere**

- **Portorož / Obala 16**

Resolutions by screens:*

Ljubljana

Bleiweisova cesta (14,7 m²)
resolution: 768 x 432 px



Celovška cesta - OZS (27,65 m²)
resolution: 864 x 720 px



Celovška cesta - Tivoli (13,82 m²)
resolution: 720 x 432 px



Dunajska cesta - GR, from city centre (30,72 m²)
resolution: 400 x 320 px



Šestica (18,43 m²)
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 m²)
resolution: 720 x 576 px

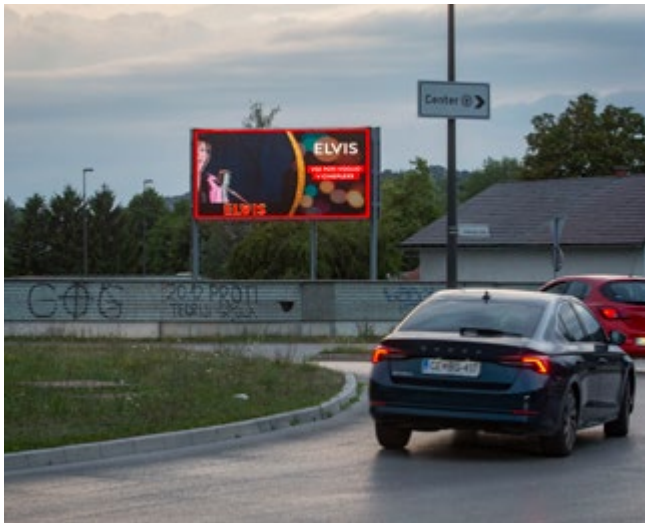


creative not needed, if creative for resolution 960 x 576 px or 720 x 432 px is already available

Dunajska cesta - GR, towards the center (30,72 m²)
ločljivost: 400 x 320 px

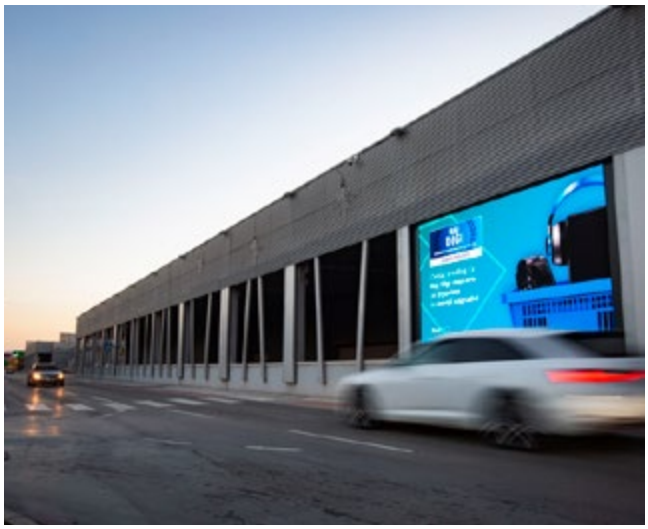


Rudnik - Roundabout Supernova / E.Leclerc (16,5 m²) resolution: 864 x 432 px



TSmedia

BTC Aleja mladih (13,8 m²)
resolution: 720 x 432 px



BTC Atlantis (13,8 m²)
resolution: 720 x 432 px



BTC Diamant (13,8 m²)
resolution: 720 x 432 px



Tržaška cesta (44,24 m²)
resolution: 1.152 x 864 px



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

1351 Ljubljana - Brezovica

Merkur Vič (14,7 m2)
resolution: 768 x 432 px



Brezovica (13,82 m²)
resolution: 720 x 432 px



2000 Maribor

Europark (44,2 m²)
resolution: 1536 x 1152 px



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



Titova cesta (from city centre) (13,8 m²)
resolution: 720 x 432 px



Shopping center City (14,75 m²)
resolution: 512 x 288 px



Šentiljska cesta (25,8 m²)
resolution: 672 x 384 px

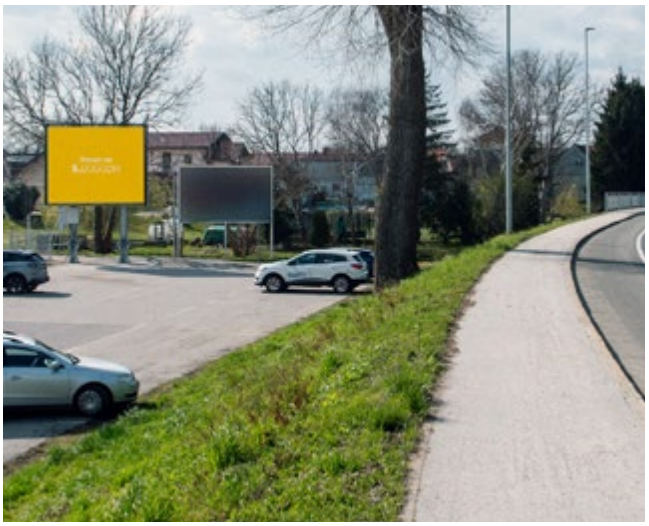


Motorway exit Maribor Centre / Ptujska cesta (24,57 m²) resolution: 640 x 384 px



2250 Ptuj

Ob Dravi (18,4 m²)
resolution: 720 x 576 px

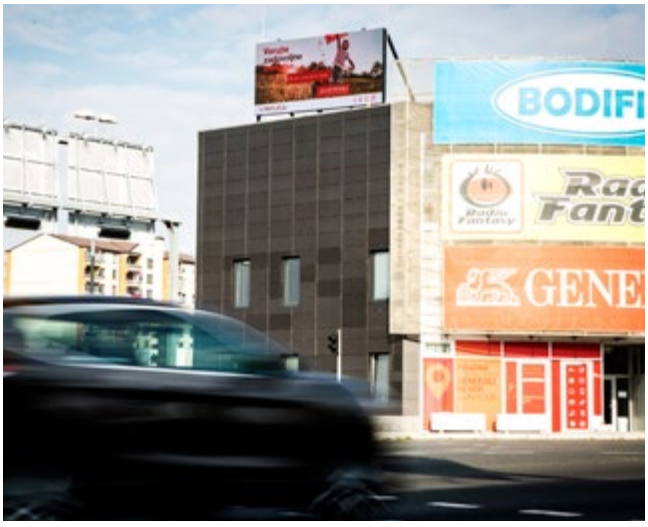


3000 Celje

Mariborska cesta / from A/C, Merkur (11,8 m²)
resolution: 640 x 512 px



Mariborska cesta in Podjavorškova ulica / from Celje centre (18,8 m²) resolution: 1600 x 800 px



Celje – Na Lavi / Dečkova cesta (24,57 m²)
resolution: 960 x 640 px



Arja vas (14,4 m²)
resolution: 675 x 480 px



4000

Kranj

Kolodvorska cesta (55,3 m²)
resolution: 630 x 360 px



5000 Nova Gorica

Erjavčeva ulica (11,1 m²)
resolution: 576 x 432 px



6000 Koper

Bonifika roundabout (27 m²)
resolution: 1.056 x 576 px



The text must also be provided in Italian language.

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



The text must also be provided in Italian language.

Marketplace roundabout (14,74 m²)
resolution: 768 x 432 px



The text must also be provided in Italian language.

North roundabout (27 m²)
resolution: 1.056 x 576 px



The text must also be provided in Italian language.

6230 Postojna

Tržaška cesta/smer Postojnska jama (18,43 m²)
resolution: 480 x 384 px



6310 Izola

Belvedere (25,8 m²)
resolution: 672 x 384 px



The text must also be provided in Italian language.

6320 Portorož

Obala 16 (13,82 m²)
resolution: 720 x 432 px



The text must also be provided in Italian language.

8105
Novo mesto

Bršljin Roundabout (25,8 m²)
resolution: 630 x 360 px



9000
Murska Sobota

Southern entrance (13,82 m²)
resolution: 450 x 270 px



BTC Roundabout (24,57 m²)
resolution: 640 x 384 px



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