

DTC & PLAC ZAWISZY SCREENS TECHNICAL REQUIREMENTS

CONCERNING THE CONDUCT OF ADVERTISING CAMPAIGNS ON LED
ADVERTISING SPACES BY JET LINE SPÓŁKA Z OGRANICZONĄ
ODPOWIEDZIALNOŚCIĄ SPÓŁKA KOMANDYTOWA

DTC – FILES SPECIFICATIONS:

- format: 1280 x 800 px
- maximum size of video spot: 20 MB
- recommended total bitrate (audio+video):
4000-8000 kbps (max. 10000 kbps)
- frame rate: 24 fps
- pixel aspect ratio: square
- supported formats: *.mp4, *.avi

PLAC ZAWISZY – FILES SPECIFICATIONS:

- format: 768 x 432 px
- maximum size of video spot: 20 MB
- recommended total bitrate (audio+video):
4000-8000 kbps (max. 10000 kbps)
- frame rate: 24 fps
- pixel aspect ratio: square
- supported formats: *.mp4, *.avi

For optimal readability avoid very bright and white backgrounds.
Due to flare, a white background may be too harsh and reduce the readability of the ad.

MATERIALS USED FOR THE PRODUCTION OF AN ADVERTISING SPOT:

If the production of a Spot has been commissioned to Jet Line, please supply the following materials:

- completed brief form
- work files (together with sources, e.g. .aep package*) or target files containing extracted elements which the animation will be made from
- photos/multimedia
- vector files of the logos
- fonts, if defined earlier

The above files must comply with the following technical requirements:

- video formats: *.mp4, *.avi
- minimum 24 frames/second
- image files without compression or with minimum compression
- pixel aspect ratio: square
- photo formats (RGB): *.jpg, *.png, *.tif, *.bmp;
- other formats: *.ai, *.psd, *.pdf (open), *.eps – texts converted to curves
- size of photos and graphics: minimum 800 px vertically.

Any graphic material other than a photo must be vector file and the work files must be in a graphically editable version.