jetline

LED SCREENS
TECHNICAL REQUIREMENTS

Advertising Spaces, meaning LED screens where the Advertising Campaign takes place, have various resolutions. We deliver **the exact specifications** for specific displays to the Client along with the list of screens selected for the Campaign.

FILES SPECIFICATIONS:

- 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, the background of the ad should be dark, preferably black. Avoid very bright and white backgrounds. Due to possible flare effect, a white background may be too harsh and reduce the readability of the ad.

IF THE SPOT IS DESIGNED BY JET LINE, PLEASE PROVIDE:

- 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.