

# PLAC ZAWISZY

## DIGITAL SCREEN

## TECHNICAL REQUIREMENTS

### PLAC ZAWISZY DIGITAL SCREEN:

- 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 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.