DIGITAL OUT OF HOME | ARTWORK SPECIFICATIONS

Supermarket 250m

Alta™

Supermarket 250m

SIZE & RESOLUTION

Video/moving material to deliver:
16:9 - 1920x1080 px
4:3 - 1200x900 px
9:16 - 1080x1920 px
3:8 - 576x1512 px
5:1 - 2560x512 px (Avenyn - divided into two screens)

Static material to deliver:
16:9 - 1920x1080 px
9:16 1080x1920 px

FILE FORMAT
Format video: .mp4
Codecs: H.264
Bitrate: Max 20 000 kb/s
Frame rate: 25 fps
Spot length: 5 eller 10 sek
Format static: .jpg / .png

DELIVERY
Deliver to adops@altaoutdoor.se

KEEP IN MIND
Materials must be delivered at least 7 working days before campaign started to ensure a smooth delivery. Please deliver the material to adops@altaoutdoor.se marked with advertiser and campaign startdate. Video/animation should not contain traffic lights/-signs or flashing lights/video with full motion. We recommend a 5-second duration to maximize plays and reach. If unsure about guidelines, please contact us before deadline.

STILL HAVE QUESTIONS?
adops@altaoutdoor.se

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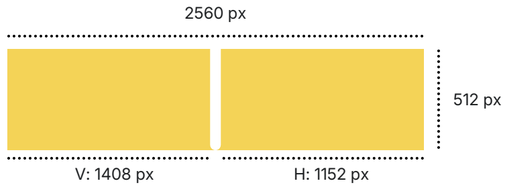
Avenyn

GÖTEBORG



SIZE & RESOLUTION
Resolution: 2560x512 px
Ratio: 5:1
Physical size: 21 sqm

FORMAT
Format video: .mp4
Codecs: H.264
Bitrate: Max 20 000 kb/s
Frame rate: 25 fps
Spotlength: 5 sec.
Format picture: .jpg / .png

DELIVERY
Deliver to adops@altaoutdoor.se

KEEP IN MIND
Materials must be delivered at least 7 working days before campaign started to ensure a smooth delivery. Please deliver the material to adops@altaoutdoor.se marked with advertiser and campaign startdate. Video/animation are accepted on our DOOH screens but should not contain traffic lights/-signs or flashing lights/video with full motion. We recommend a 5-second duration to maximize plays and reach. If unsure about guidelines, please contact us before deadline.

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