

DIGITAL OUT OF HOME | ARTWORK SPECIFICATIONS

# Supermarket On Store

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## SIZE & RESOLUTION

Video/moving material to deliver:

16:9 - 1920x1080 px

4:3 - 1200x900 px

1:1 - 1664x1664 px

9:16 1080x1920 px

Static material to deliver:

16:9 - 1920x1080 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](mailto: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](mailto: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](mailto:adops@altaoutdoor.se)

