

## INSTRUCTIONS FOR CREATING ADVERTISEMENTS FOR DIGITAL OUTDOOR DISPLAYS

Ads on digital outdoor displays are played in **full screen** for maximizing their visibility.

### Standards and resolutions:

- length: **8 seconds**
- supported video format: **MP4** | supported video codec: **H.264**
- PAR [Pixel Aspect Ratio]: **1:1, square pixels** | Bitrate Encoding: **CBR - 4Mbps**
- video quality and frame rate: **4.000 kbps** | Frame Rate: **25 fps** | Field Order: **Progressive**
- audio: **disabled**

Basic resolutions that we need [for use on all screens, with minimal deviations] are **1.440 x 864 px**, **1.440 x 1.152 px** and **1.056 x 576 px**.

### Resolutions by screens:\*

#### 1000 Ljubljana

##### Bleiweisova cesta [13,8 m<sup>2</sup>]

resolution: 480 x 288 px



##### Celovška cesta - OZS [27,65 m<sup>2</sup>]

resolution: 864 x 720 px



## Celovška cesta - Tivoli [13,82 m<sup>2</sup>]

resolution: 720 x 432 px



## Dunajska cesta - GR, from city centre [30,72 m<sup>2</sup>]

resolution: 400 x 320 px



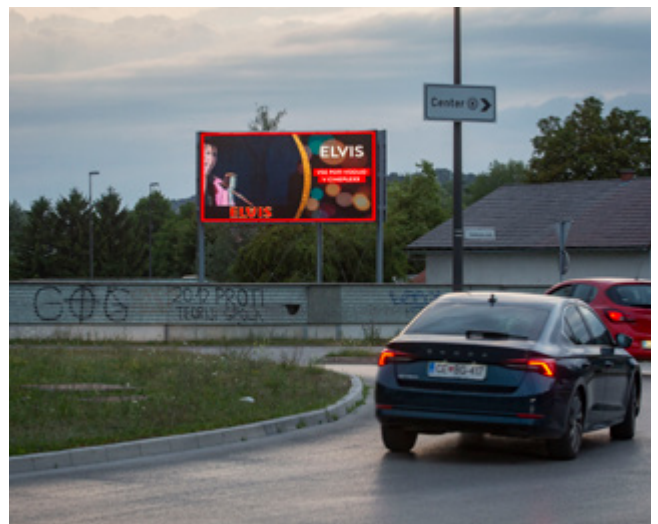
## Dunajska cesta - GR, towards the center [30,72 m<sup>2</sup>]

ločljivost: 400 x 320 px



## Rudnik - Roundabout Supernova / E.Leclerc [16,5 m<sup>2</sup>]

resolution: 864 x 432 px



## Šestica [18,43 m<sup>2</sup>]

resolution: 720 x 576 px



*creative not needed, if creative for resolution 960 x 576 px or 720 x 432 px is already available*

## Šubičeva ulica [18,43 m<sup>2</sup>]

resolution: 720 x 576 px



*creative not needed, if creative for resolution 960 x 576 px or 720 x 432 px is already available*

## Tržaška cesta [44,24 m<sup>2</sup>]

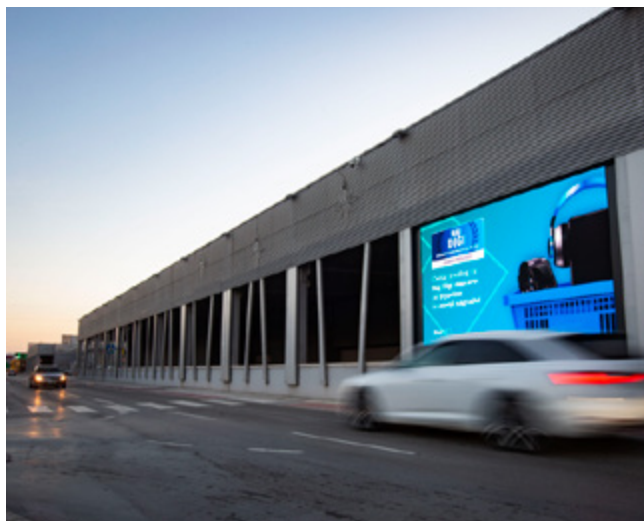
resolution: 1.152 x 864 px



*creative not needed, if creative for resolution 1152 x 720 px is already available - KP*

## BTC Aleja mladih [31,1 m<sup>2</sup>]

resolution: 720 x 432 px



## BTC Atlantis [31,1 m<sup>2</sup>]

resolution: 720 x 432 px



## BTC Diamant [31,1 m<sup>2</sup>]

resolution: 720 x 432 px



1351

## Ljubljana - Brezovica

**Brezovica [13,82 m<sup>2</sup>]**

resolution: 720 x 432 px



2000

## Maribor

**Europark [44,2 m<sup>2</sup>]**

resolution: 768 x 576 px



**Titova cesta [OZS] [19,66 m<sup>2</sup>]**

resolution: 512 x 384 px



**Titova cesta [from city centre] [13,8 m<sup>2</sup>]**

resolution: 480 x 288 px



**2250  
Ptuj**

**Ob Dravi [18,4 m<sup>2</sup>]**

resolution: 720 x 576 px



# 3000 Celje

Mariborska cesta / from A/C, Merkur (11,8 m<sup>2</sup>)

resolution: 640 x 512 px



Mariborska cesta in Podjavorškova ulica / from  
Celje centre (18,8 m<sup>2</sup>)

resolution: 768 x 384 px



Mariborska c./Roundabout Planet Tuš (14,75 m<sup>2</sup>)

resolution: 1152 x 648 px



## 3212 Vojnik

**Celje towards Vojnik [9,83 m<sup>2</sup>]**

resolution: 768 x 512 px



**Vojnik towards Celje [9,83 m<sup>2</sup>]**

resolution: 768 x 512 px



## 4000 Kranj

**Kolodvorska cesta [55,3 m<sup>2</sup>]**

resolution: 630 x 360 px





5000  
Nova Gorica

Erjavčeva ulica [11,1 m<sup>2</sup>]

resolution: 576 x 432 px



6000  
Koper

Bonifika roundabout [27 m<sup>2</sup>]

resolution: 1.056 x 576 px



Bonifika Stadium [36,86 m<sup>2</sup>]

resolution: 1.152 x 720 px



## Marketplace roundabout [14,74 m<sup>2</sup>]

resolution: 768 x 432 px



## North roundabout [27 m<sup>2</sup>]

resolution: 1.056 x 576 px



## 6230 Postojna

### Tržaška cesta/smer Postojnska jama [18,43 m<sup>2</sup>]

resolution: 480 x 384 px



# 6210

## Izola

**Belvedere [25,8 m<sup>2</sup>]**

resolution: 672 x 384 px



# 6220

## Portorož

**Obala 16 [13,82 m<sup>2</sup>]**

resolution: 720 x 432 px



8105

## Novo mesto

**Bršljin Roundabout (25,8 m<sup>2</sup>)**

resolution: 630 x 360 px



8000

## Murska Sobota

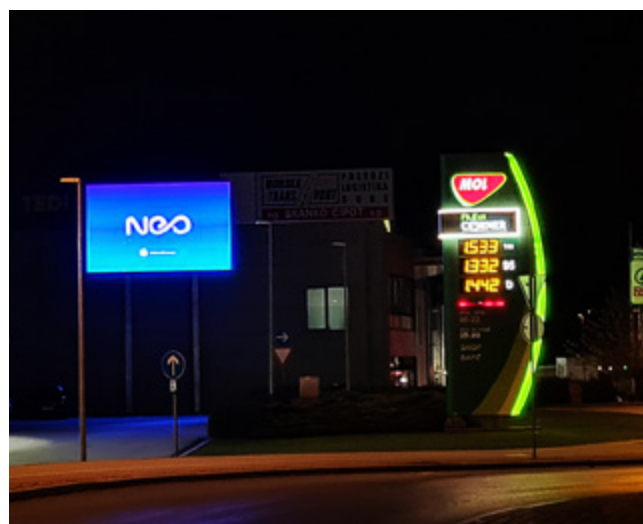
**Southern entrance (13,82 m<sup>2</sup>)**

resolution: 450 x 270 px



**BTC Roundabout (24,57 m<sup>2</sup>)**

resolution: 640 x 384 px



\*(For individual screen buys or when you want 100 % resolution matching for top quality).