

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 m²]

resolution: 480 x 288 px



Celovška cesta - OZS [27,65 m²]

resolution: 864 x 720 px



Celovška cesta - Tivoli [13,82 m²]

resolution: 720 x 432 px



Dunajska cesta - GR, from city centre [30,72 m²]

resolution: 400 x 320 px



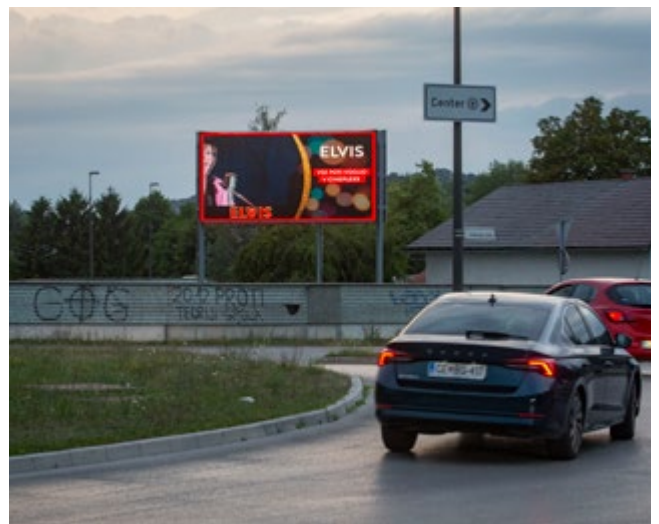
Dunajska cesta - GR, towards the center [30,72 m²]

ločljivost: 400 x 320 px



Rudnik - Roundabout Supernova / E.Leclerc [16,5 m²]

resolution: 864 x 432 px



Šestica [18,43 m²]

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 m²]

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 m²]

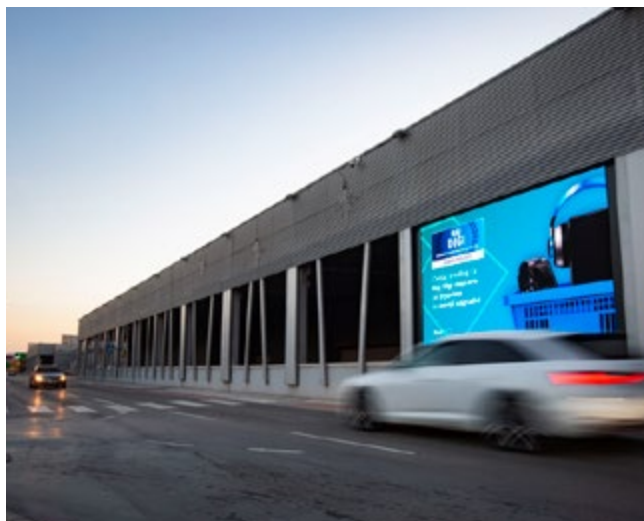
resolution: 1.152 x 864 px



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

BTC Aleja mladih [31,1 m²]

resolution: 720 x 432 px



BTC Atlantis [31,1 m²]

resolution: 720 x 432 px



BTC Diamant [31,1 m²]

resolution: 720 x 432 px



1351

Ljubljana - Brezovica

Brezovica [13,82 m²]

resolution: 720 x 432 px



2000

Maribor

Europark [44,2 m²]

resolution: 768 x 576 px



Titova cesta [OZS] [19,66 m²]

resolution: 512 x 384 px



Titova cesta [from city centre] [13,8 m²]

resolution: 480 x 288 px



Shopping center City [14,75 m²]

resolution: 512 x 288 px



2250 Ptuj

Ob Dravi [18,4 m²]

resolution: 720 x 576 px



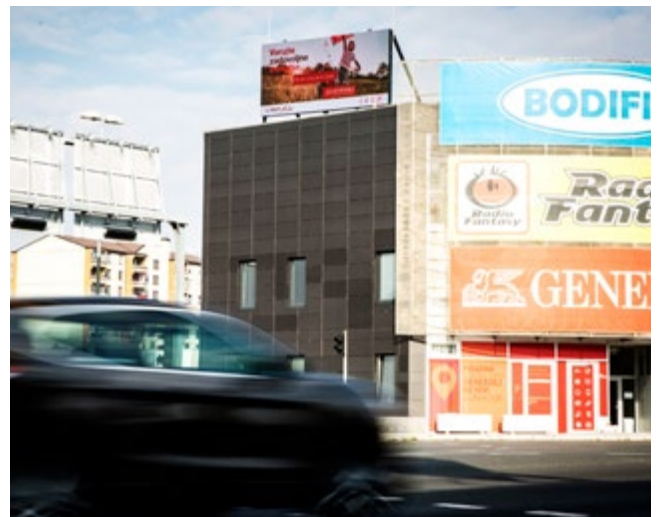
3000 Celje

Mariborska cesta / from A/C, Merkur (11,8 m²)

resolution: 640 x 512 px



Mariborska cesta in Podjavorškova ulica / from
Celje centre (18,8 m²) resolution: 768 x 384 px



Mariborska c./Roundabout Planet Tuš (14,75 m²)

resolution: 1152 x 648 px



3212 Vojnik

Celje towards Vojnik [9,83 m²]

resolution: 768 x 512 px



Vojnik towards Celje [9,83 m²]

resolution: 768 x 512 px



4000 Kranj

Kolodvorska cesta [55,3 m²]

resolution: 630 x 360 px



5000
Nova Gorica

Erjavčeva ulica [11,1 m²]

resolution: 576 x 432 px



6000
Koper

Bonifika roundabout [27 m²]

resolution: 1.056 x 576 px



Bonifika Stadium [36,86 m²]

resolution: 1.152 x 720 px



Marketplace roundabout [14,74 m²]

resolution: 768 x 432 px



North roundabout [27 m²]

resolution: 1.056 x 576 px



6230 Postojna

Tržaška cesta/smer Postojnska jama [18,43 m²]

resolution: 480 x 384 px



6210

Izola

Belvedere [25,8 m²]

resolution: 672 x 384 px



6220

Portorož

Obala 16 [13,82 m²]

resolution: 720 x 432 px



8105

Novo mesto

Bršljin Roundabout (25,8 m²)

resolution: 630 x 360 px



8000

Murska Sobota

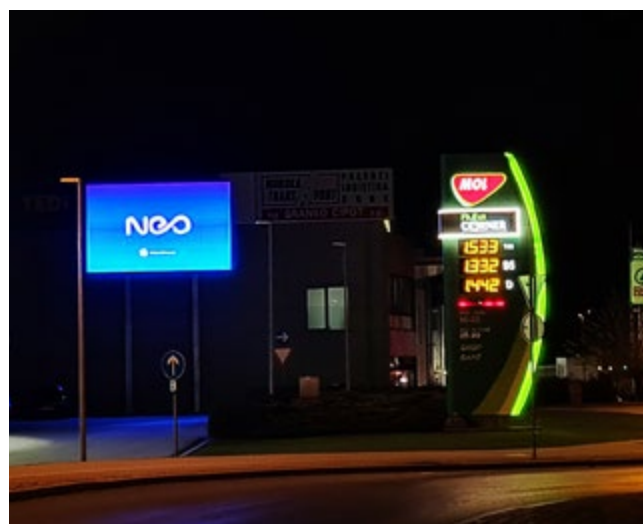
Southern entrance (13,82 m²)

resolution: 450 x 270 px



BTC Roundabout (24,57 m²)

resolution: 640 x 384 px



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