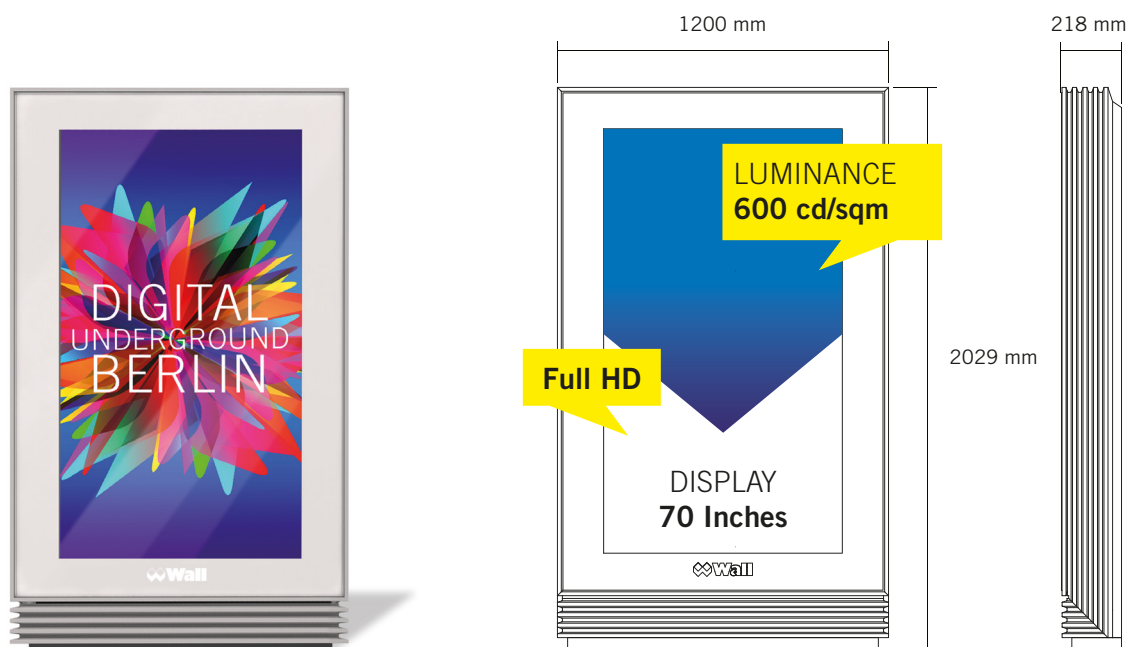


DIGITAL UNDERGROUND BERLIN



PRODUCT DESCRIPTION



Resolution 1080 × 1920 px

Aspect ratio 9 : 16

Ad specifications

Spot duration 5–10 sec (recommended)

Recommended font size Minimum 100 px

**Text size example
(incl. descender)**
133 px = 10 cm
266 px = 20 cm
400 px = 30 cm

Please note A maximum of 7 different images can be shown on an advertising surface in a 30 second period.
Please deliver the finished spot rotated 90° to the right.



FORMATS & CODECS / MOTION PICTURES

For all video codecs

As it may be necessary to make slight adjustments to your material, please deliver video files in the following formats: WMV

- Aspect ratio: square pixels
 - No interlaced video (progressive video required)
 - 25 frames per second
 - Movies need to conclude at the end of a full second
 - File size: up to 1 GB per file
 - No audio (not even as a trigger signal)
 - A safe title area is not necessary
 - Don't use run-length encoding (RLE)
-

Formats, codecs

*Please do not deliver compositions in Adobe Flash.
Rotate the finalized image 90° clockwise prior to delivery.*

> WMV (Windows Media)

- Bit rate: 10–15 Mbit/s
- Quality: 100%
- Keyframe distance: 1 second
- 25 frames per second
- Suitable for animated graphics and photorealistic video

> MOV (Quicktime)

- Bit rate: 15–20 Mbit/s
- Video codec: H264 or MPEG-4 Video
- Quality: 100%
- Use maximum color depth
- 25 frames per second
- Suitable for photorealistic video

> JPEG

- Uncompressed image to greatest extent possible (set quality at “maximum”)
 - Format option: Baseline
 - 72 dpi
-

INFORMATION ON FILE DELIVERY

Naming files and identifying their display locations

Please use the following format when naming files:
Year_CalenderWeekOfTheBroadcast_Client_Medium_NumberOfAdvertisingMedium_Time.format

> For example

Year: 2015
Calender week: 22
Client: Client
Medium: DCLP
Number: 01 (in case of different DCLPs screen individual files)
Time: 20:00-21:30 (in case of different time slots for individual files)
Format: .jpg

Delivery deadlines

Please send us your finalized and ready-to-use files at least 10 working days prior to the start of your booking period.

Contact person

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