

# DCLP – 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

**Zu beachten** Max. 7 unterschiedliche Motive mit 30 Sekunden können auf einer Fläche gezeigt werden.  
Bitte den fertigen Spot um 90° im Uhrzeigersinn gedreht anliefern.



## FORMATS & CODECS / MOTION PICTURES

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### For all video codecs

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

- Aspect ratio: rectangular pixels
  - No interlaced video (progressive video required)
  - 25 frames per second
  - Movies need to end with a full second
  - Don't create compositions in Adobe Flash
  - 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 runlength encoding (RLE)
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### Formats, codecs

Don't create compositions in Adobe Flash!  
*Please 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
- Do not create compositions in Adobe Flash

#### > 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
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## INFORMATION ON FILE DELIVERY

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### 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 d-CLBs screen individual files)  
**Time:** 20:00-21:30 (in case of different time slots for individual files)  
**Format:** .jpg

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### 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.

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### Upload über FTP

To deliver your files, please upload them to our server using an FTP client.  
• ftp://ds.wall.de • User name: kunde • Password: wall2010

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### Contact Wall

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