



# Digital National Network 2m<sup>2</sup>

Technical Sheet

Publifer



Nr. CONTRACT:  
ADVERTISER:  
PRODUCT:  
PERIOD:  
REMARKS:

## Delivery deadline for the digital files

4 working days before the starting date of the campaign.

## Content Management

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## Digital Files Requirements

**Spot length** : 6 seconds

**Features/functions** : 70HD LCD Display.

### **No sound**

**File size** : 1920 pixels high x 1080 pixels wide,  
Maximum 50 Mb/ file  
Maximum 100Mb for all the files

**File type** :

**.mp4 (default)**

.swf (required if interactive objects are integrated)

.flv (recommended alternative if no interactive objects needed)

.mov

1920 px/  
154,8 cm

**Colour Mode** : RGB.

### **Digital files**

#### **Video specifications :**

Mp4 avicontainer H264

Framerate: minimum 25 fps, maximum 30 fps.

File size 1 -1,5 Mb / sec

Bitrate 10.000 kb / sec

**No sound**

#### **Flash specifications :**

Export files for Flash Player 12.00.70

**If Publifer is in charge of the creation, the pdf resolution should be :**

- 72 dpi (if file without any modification)
- 300 dpi (if the file consists of unseparated elements)
- 72 dpi for a multi-layer file (where each element is independent, separated from the others to save time during the animation)

