

Audience Play

Ordrenr.:

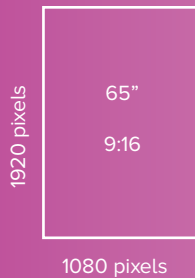
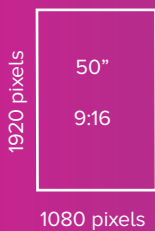
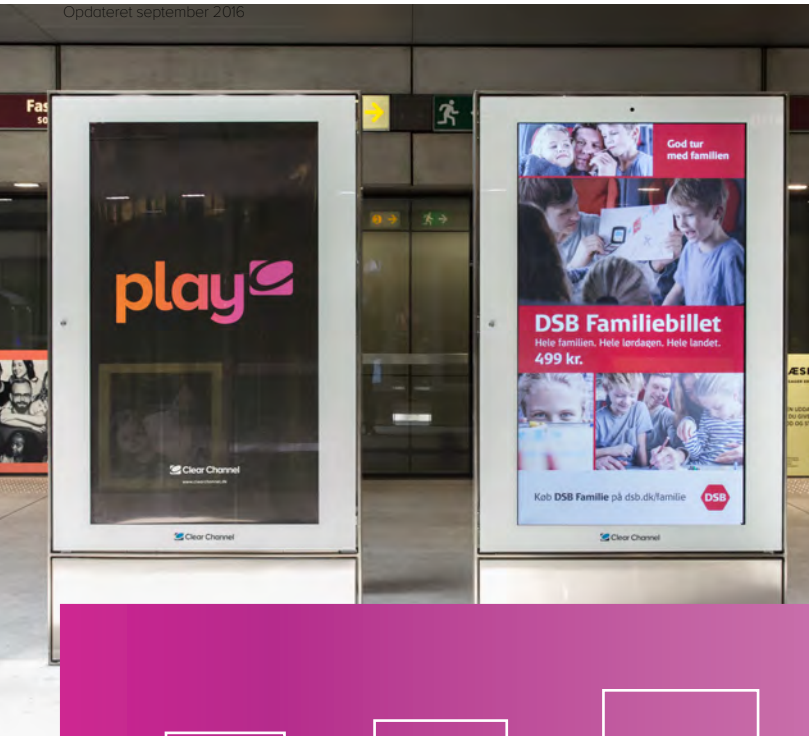
Kunde:

Kampagne(r):

Deadline for levering af spot(s):

Kommentarer (evt.):

Opdateret september 2016



Generelt:

- Spotlængde: 5 sekunder - tjek med den indkøbte medie-tid på ordrebekræftelsen
- Loop længde: 60 sekunder

Format

- Opløsning: 1080 x 1920 pixels (9:16 høj/portrætformat)
- 70": H: 154 x B: 87 cm
- 65": H: 143 x B: 80 cm
- 55": H: 121 x B: 69 cm
- 50": H: 108 x B: 60 cm

Motion-materiale:

- Fil format Quicktime (.mov) H.264 (25 fps)
- Farvestyring: RGB
- Max 20.000 kb/s (constant bit rate)
- Ingen krav til max filstørrelse

Dynamisk materiale:

- Adobe Flash bruges til at vise dynamisk materiale, som tillader at du kan hente database information fra din egen eller ekstern database.
- Eksporteres til Flash Player 18

Statisk billedmateriale:

- Afleveres i filformatet JPG (72 dpi)

Upload fil(er):

www.clearchannel.dk/file-uploader

Mrk. filen: Ordrenr._Kundenavn_Kampagneuge_Medie

Alternativ upload via wetransfer til playcontent-dk@clearchannel.se

Aflevering af materiale:

Mindst 5 arbejdsdage før kampagnestart skal fil-materiale være afleveret til os, så vi kan sikre en problemfri levering.

Anbefalinger til layout

- Let afkodeligt budskab både i billede og tekst
- Anvend kontrastfarver
- Sørg for, at logoer er letafkodelige
- Kort og letlæselig tekst
- Levér en kreativ og levende eksekvering

Det er annoncørens ansvar at sikre, at layout eller design ikke strider mod markedsføringsloven eller krænker 3. mands immaterielle rettigheder, samt at materialet overholder de anførte specifikationer. Se vores forretningsbetingelser på clearchannel.dk

Spørgsmål? Kontakt playsupport@clearchannel.se

Audience Play

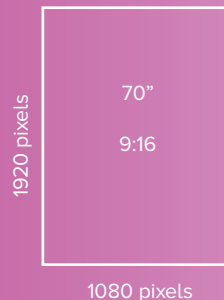
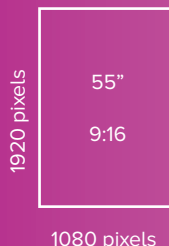
Order no.:

Client:

Campaign week(s):

Deadline for delivery of spot(s):

Comments (if any):



General:

- Length of spot: 5 seconds – check purchased media against order confirmation.
- Length of loop: 60 seconds

Format:

- Definition: 1080 x 1920 pixels (9:16 portrait format)
- 70": H: 154 x W: 87 cm
- 65": H:143 x W:80 cm
- 55": H:121 x W:69 cm
- 50": H:108 x W:60 cm

Motion content:

- File format Quicktime (.mov) H.264 (25fps)
- Color code RGB
- Max. 20.000 kb/s (constant bit rate)
- No maximum file size

Dynamic content:

- Adobe Flash is used to display dynamic material, which allows you to use database information from your own or external databases.
- Exported for Flash player 18

Static content:

- File format JPG (72 dpi)

Upload spot(s):

<http://www.clearchannel.dk/file-uploader>

File naming: Order number_Client_Campaign week_Media

Alternative upload via wetransfer to playcontent-dk@clearchannel.se

Delivery of material:

At least 5 days prior to campaign start, all material must be submitted to us via our website in order to secure a problemfree delivery.

Layout recommendations:

- Easy-to-decode messages in texts as well as images
- Use color contrasts
- Make sure that logos are easy-to-decode
- Short and easy to read text
- Use the media in the best possible way for your campaign

It is the advertiser's responsibility to ensure that the layout or design does not conflict with the Danish Marketing Act or infringe third party intangible rights, and that the material complies with the stated specifications. See our general business terms on clearchannel.dk.

Questions? Contact playsupport@clearchannel.se