

Ordrenr.:

Kunde:

Kampagne(r):

Deadline for levering af spot(s):

Kommentarer (evt.):

Opdateret februar 2018



Formater

Metro Play og Mall Play: 1080 x 1920 pixels

Spotlængde

5, 10 eller 15 sekunder

Indstillinger

Maksimum 25 frames/sekund (fps)

Layout og udformning

Hvis løsningen bliver styret eksternt:

Løsningen bør være så let/komprimeret som mulig af hensyn til KB. En URL pr. motiv skal leveres til Clear Channel. I tilfælde af mere end ét motiv, skal en beskrivelse af den samlede løsning vedlægges URL'erne.

Hvis løsningen bliver styret af Clear Channel:

Den samlede HTML-pakke skal leveres som en selvstændig zip-fil, med hovedfilen som et HTML-dokument. Alle statiske elementer skal samles i zip-filen – dog kan dynamisk/live elementer indhentes fra eksterne servere. Denne mulighed er at foretrække, hvis løsningen indeholder tungere billedfiler eller videoer.

For begge løsninger:

HTML-dokumentet preloader i afspillerens hukommelse et par sekunder før løsningen vises på skærmen. Animationerne starter, så snart preloading starter. Se nærmere instrukser her, for at pause animationer indtil de vises på skærmen: <https://broadsign.com/docs/11-1-0/developers-intelligent-content/player-api-dynamic-content/dynamic-content/broadsignplay/>

Ved at benytte funktionerne beskrevet i linket ovenfor, vil siden fremgå som en fejlmeddelelse på alle andre browsere, men afspilles korrekt i vores afspilningssystem.

Kontakt knut.hoydalsvik@clearchannel.no hvis du har spørgsmål vedrørende html-løsninger.

Øvrige oplysninger

Vores browser system er baseret på Chromium 52 og løsningen skal derfor udformes med muligheder afgrænset til Chromium 52. Vi kan ikke garantere, at funktionaliteten i Chromium 53 eller nyere vil fungere.

Upload spot(s):

www.clearchannel.dk/file-uploader

Mrk. filen: Ordrenr._Kundenavn_Kampagneuge_Medie

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

Inspiration? Se vores [digitale design guidelines](#)

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 support-kp@clearchannel.dk

Delivery specifications

PLAY HTML

Updated February 2018

Order no.:

Client:

Campaign week(s):

Deadline for delivery of spot(s):

Comments (if any):



Format

Metro Play and Mall Play: 1080 x 1920 pixels

Spot length

5, 10 or 15 seconds

Settings

Maximum of 25 frames/second (fps)

Delivery notes

If solution is externally hosted:

The solution should be as light as possible in regards to KB. URL per motive must be delivered to Clear Channel. If more than one motive, description about how the solution is supposed to look, must be delivered with the URLs.

If solution is hosted by Clear Channel:

The entire HTML package must be delivered as a self-containing zip-package, with the main document as an HTML document. All static elements should be contained within the zip, but dynamic/live elements can still be grabbed from external servers. This solution is preferred for solutions containing heavy images or videos.

For both solutions:

The HTML document is pre-loaded into the memory of the player a few seconds before the solution is shown on a monitor. Any animations will start when pre-load starts. To pause animations until it is shown on a monitor, use instructions on this page: <https://broadsign.com/docs/11-1-0/developers-intelligent-content/player-api-dynamic-content/dynamic-content/broadsignplay/>

Using the functionality described in the link above, will make the page look faulty in any browser, but will play correct in our playback system.

Get in touch with knut.hoydalsvik@clearchannel.no if you have questions regarding html-solutions.

Other notes

The system engine is based on Chromium 52 and must be produced with the possibilities limited up to Chromium 52. We cannot guarantee that functionality in Chromium 53 or later will work.

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

Inspiration? See our [digital design guidelines](#)

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 support-kp@clearchannel.dk