

# Metro Play

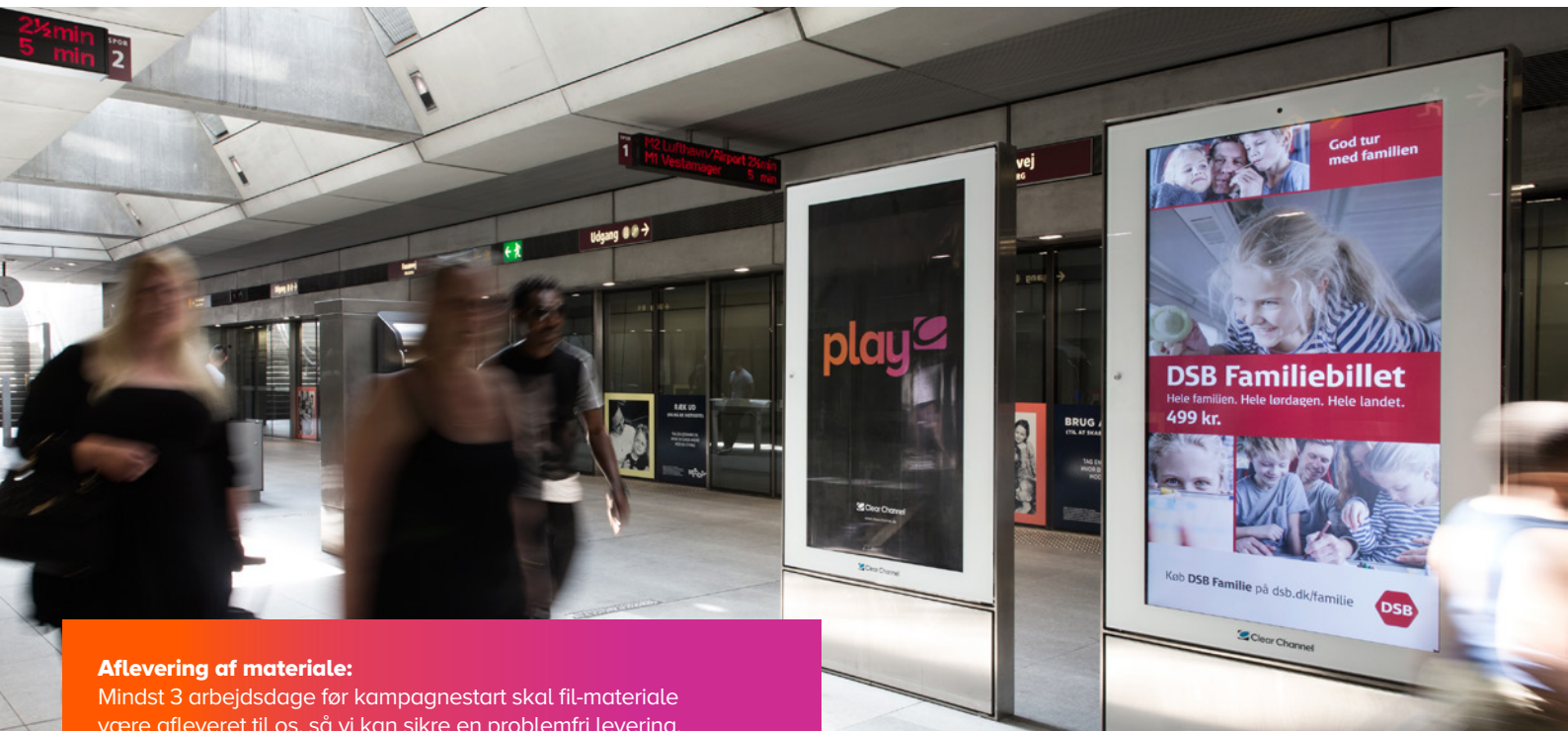
Ordrenr.:

Kunde:

Kampagne(r):

Deadline for levering af spot(s):

Kommentarer (evt.):



## Aflevering af materiale:

Mindst 3 arbejdsdage før kampagnestart skal fil-materiale være afleveret til os, så vi kan sikre en problemfri levering.

## Generelt:

- Spotlængde: 5 eller 10 sekunder - tjek med den indkøbte medie-tid på ordrebekræftelsen

## Format

- Portræt: 1080 x 1920 pixels (9:16 høj/portrætformat)  
- Skærmstørrelse: 50" og 70"

## Lineær materiale:

- Opløsning: 1080x1920 px (9:16 høj/portrætformat)  
- Filformat: .mov. eller .mp4. (Statisk materiale leveres som .jpeg eller .png, 72 dpi)  
- Codec: h.264.  
- Bitrate: Max 20 000 kb/s  
- Framerate: 25 fps

## Dynamisk materiale:

- HTML5  
- Browser: Chromium 59 Embedded Framework med integreret cache-funktionalitet (løsningen skal også kunne fungere offline og gøre brug af cache-funktion. På denne måde behøver du ikke millisekund-hurtige svar, da 3G / 4G dækning kan variere i forskellige områder.)  
- Leveringsformat: URL

## 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

## Upload spot(s):

[www.clearchannel.dk/file-uploader](http://www.clearchannel.dk/file-uploader)

Mrk. filen: Ordrenr.\_Kundenavn\_Kampagneuge\_Medie

Alternativ upload via wetransfer til [playcontent-dk@clearchannel.se](mailto:playcontent-dk@clearchannel.se)

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

## Aflevering af materiale:

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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](http://clearchannel.dk)

Spørgsmål? Kontakt [support-kp@clearchannel.dk](mailto:support-kp@clearchannel.dk)

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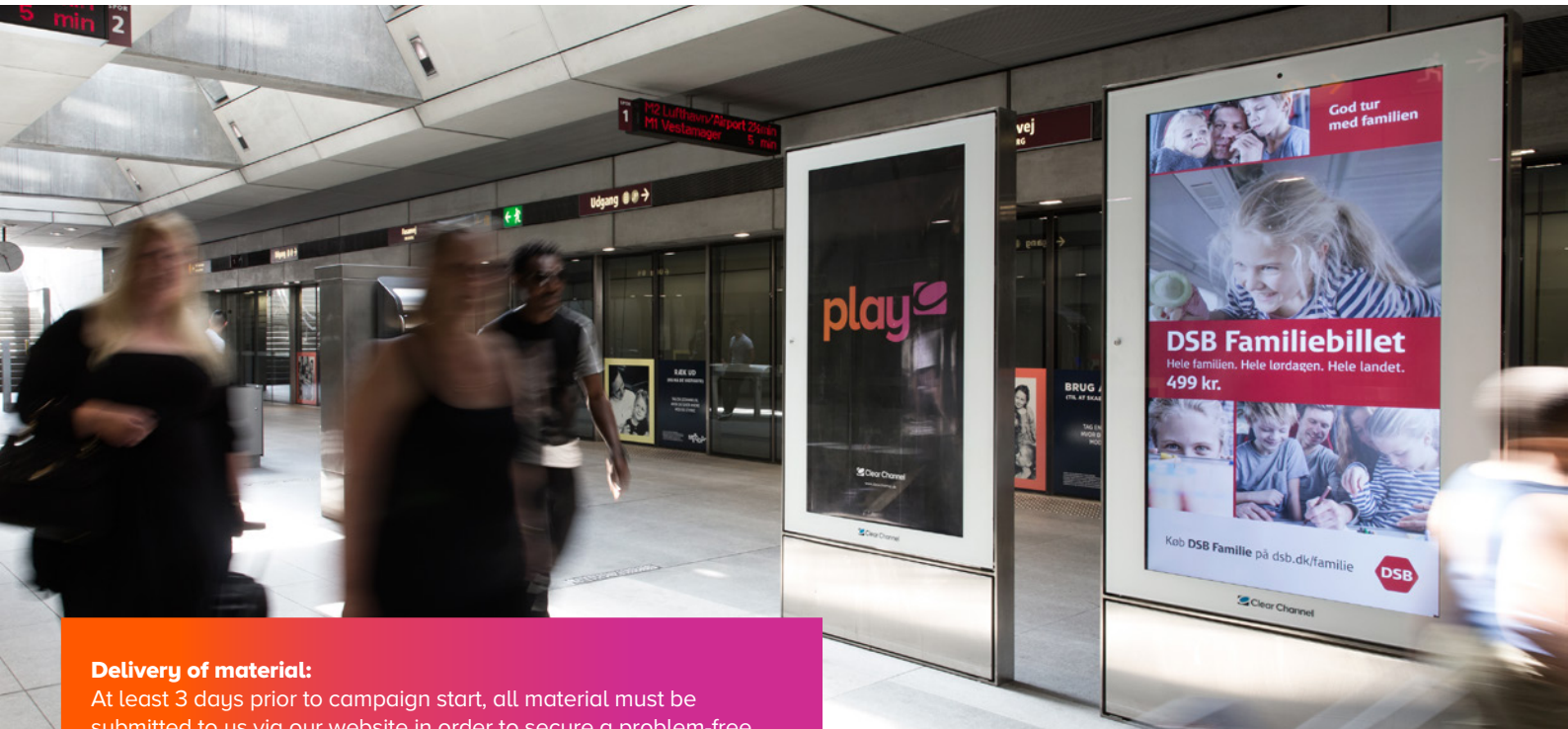
Order no.:

Client:

Campaign week(s):

Deadline for delivery of spot(s):

Comments (if any):



## Delivery of material:

At least 3 days prior to campaign start, all material must be submitted to us via our website in order to secure a problem-free delivery.

## General:

- Length of spot: 5 or 10 seconds – check purchased media against order confirmation.

## Format:

- Definition: 1080 x 1920 pixels (9:16 portrait format)  
- Screen size: 50" og 70"

## Linear content:

- Resolution: 1080x1920 px (9:16 høj/portrætformat)  
- File format: .mov, or .mp4. (Static material is delivered as .jpeg or .png, 72 dpi)  
- Codec: h.264.  
- Bitrate: Max 20 000 kb/s  
- Framerate: 25 fps

## Dynamic content:

- HTML5  
- Browser: Chromium 52 Embedded Framework with integrated cache functionality.

(The solution should also be able to function offline and use a cache function. In this way you don't need millisecond-quick answers since 3G/4G coverage may vary in different environment.)

- Delivery format: URL.

## 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

## Upload spot(s):

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

File naming: Order number\_Client\_Campaign week\_Media

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

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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](http://clearchannel.dk).

Questions? Contact [support-kp@clearchannel.dk](mailto:support-kp@clearchannel.dk)