

Technical requirements LED screen 360 x 240

1. Adaptation:

Advertising elements or parts of them can only broadcast "live" photographs / cinemagraph with a slight movement of 2 to 4 elements of the photograph, creating the illusion of animation in which the movement is up to 15-20% of the total photograph. The background of the animation must be static.

2. Screen file format 3.60 * 2.40:

* JPG, MP4.MOV, PNG

Pixel ratio: 14: 9

540/360; 720/480; 1080/720; 1620/1080

Minimum font height:

On the letter - 50 mm, the text should be in bold with capital letters.

Maximum duration of the adapted vision:

10 seconds

3. Time to provide the vision:

At least 2 working days before the start of the advertising campaign.

If we wish to prepare an adapted dynamic vision on our part, the files must be provided no later than 5 working days before the start of the campaign, and the files must be unlocked in layers in order to be able to adapt the vision and describe in the e-mail the desired adaptation.

4. Trademarks and logos in the vision:

Labels or trademarks should be 7 cm away from the end of the file (leave a background).