

Production guidelines for digital advertising media

TrafficMediaScreen (TMS)



Specifications

	Static classic still image (without movement)	Full-Motion Video self-contained spot
File format	JPG	MP4, MOV
Video codecs	–	H.264/AVC (for MP4 + MOV), Apple ProRes HQ (for MOV)
Image width	1280 px	1280 px
Image height	720 px	720 px
Aspect ratio	16:9 or 1:0.563	16:9 or 1:0.563
Resolution	72 dpi	–
Frame rate	–	Constant 25 or 50 frames per second, max. tolerance: - 0 frames, + 3 frames
Frame type, encode mode	non-progressive	progressive
Color space/ profile	sRGB	YUV
Chroma	–	4:2:0 for H.264 and 4:2:2 for Apple ProRes
Color depth	24 bits, 8 bits per channel	24 bits, 8 bits per channel
Bitrate mode	–	CBR or VBR
Compression quality / Bitrates	Better quality	Better quality, as the video is converted to broadcast format.
Language	according to language region	
Audio	–	No soundtrack
Spot length	–	Exact spot length according to booking

Basic Information

- The advertising media are operated using still images ("Static") or video spots ("Full-Motion Video").
- Each advertising medium is assigned to a product network. The content is added to a product network for the duration booked.

Design tips

- Simple and clear message
- Distinctive colors
- Minimum font size 75 pixels

We would be glad to advise you on the creative implementation or to provide examples for inspection.

Checking the digital advertising medium

Before delivering the digital advertising medium, please check it against our specifications.

Static

The "XnView" tool can be used for these checks; it can be downloaded at xnview.com. Open the JPEG file of your still picture in the tool and, using the "View" icon or key combination "Ctrl+Enter", check if the properties listed on the right-hand side are correct.

Limited Animation

The "MediaInfo" tool can be used for these checks; it can be downloaded at mediaarea.net. Open the "MediaInfo" tool in HTML view and then check your file. The spot must correspond to the length of the reserved booking.

Delivery

To ensure a punctual start to your campaign, upload your digital advertising media at the latest 5 working days before the start of broadcasting:

www.apgsga.ch/myapg or use the upload link on the digital sales documents.

Do you have any questions?

Do not hesitate to contact us for further information
 E-Mail: logistik.digital@apgsga.ch, Phone +41 58 220 79 55