Production instructions digital advertising media
eBoard

APG|SGA Out of Home Media

Basic information
- The advertising carriers are broadcasting still pictures («static») or spots («full-motion video»).
- Static images and movies are possible.
- Each advertising carrier is assigned to a product network. Each product network plays the content synchronously.
- You will find site plans of all the networks on the <u>calculator.</u>
- The spot length is set according to the booking.

Spot
eBoards allow the following creative implementations:

1. Static
The «static» format is a classic still picture (no animation).

2. Full-motion video
The «full-motion video» is a self-contained spot.

Specifications

	Static	Full-motion video
File format	JPEG	MP4, MOV
Video codecs	--	H.264/AVC (for MP4 + MOV) / Apple ProRes HQ (for MOV)
Image width	1 280 pixels	1 920 pixels*
Image height	720 pixels	1 080 pixels
Aspect ratio	16:9	16:9
Resolution	72 dpi	--
Frame rate	--	constantly 25 or 50 images per second max. tolerance of frames: - 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	best quality	best quality, as the video is rendered into broadcasting format
Language	according to language region	according to language region
Audio	--	no audio track
Spot length	according to booking	according to booking

*For programmatic DOOH campaigns, the 1280 x 720 px format is mandatory.

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Design tips
- Simple and clear message
- Distinctive colors
- Minimum font size 32 pixels

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

Production partners
We recommend that you work with a specialized production company for the creation of your advertising medium. We would be happy to send you a suitable offer or to let you know a selection of possible partners on request.

Technical check of digital advertising medium
Before delivering your digital advertising medium, please check it against our specifications.

Static
You can use the «XnView» tool for these checks. It can be downloaded at xnview.com . Open the JPEG file there and, using the «view» icon (or the key combination «Ctrl+Enter»), check if the features listed on the right-hand side are correct.

Full-motion video
You can use the «MediaInfo» tool for this check. It can be downloaded at mediaarea.net . Open the tool in *HTML* view and then check your file. The spot must correspond to the booked length.

Contact
Should you have any questions, please contact our digital logistics:

Phone +41 58 220 79 55
E-Mail: logistik.digital@apgsga.ch

Delivery
Please upload your digital advertising media to www.apgsga.ch/myapg **no later than 5 working days prior to the first broadcast.**