

SMALL DIGITAL FORMAT TECHNICAL REQUIREMENTS



Advertising materials should be supplied in vertical form

Dimensions:

Width: 1080 pixels x Height: 1920 pixels.

Advertising materials should be supplied in vertical form.

Suitable graphical formats:

JPEG, PNG with RGB colors encoding (PDF and GIF are not accepted).

Suitable video formats::

MPEG-4 / .mp4 (no audio), file not larger than 50MB.

Only slow, non-distracting, non-flashing, and non-aggressive animation is allowed.

Duration:

We only broadcast 10-second digital spots in our network.

Frames:

25 frames per second.

Language:

All the information provided on advertising material should comply with Lithuanian laws and regulations. All texts must be presented in Lithuanian language.

Files are best to be transferred via:

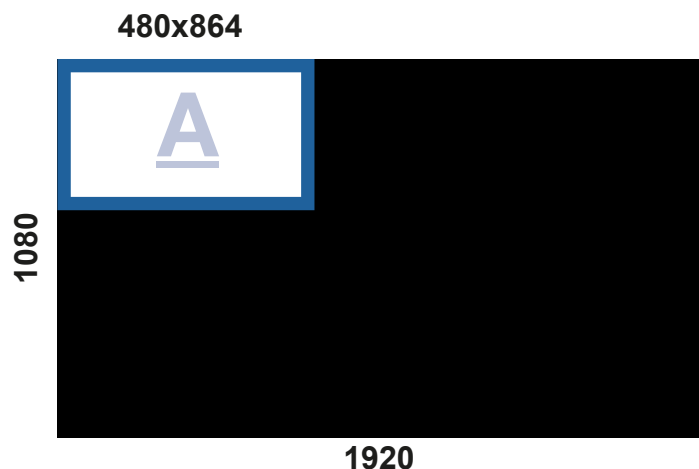
jcdecauxlietuva.wetransfer.com

IMPORTANT: Only slow-motion animation with smooth transitions is allowed. Flashing, distracting, aggressive animations and video effects are not permitted.

Suitable (slow motion) examples: [download here](#)

Unsuitable (fast motion) examples: [download here](#)

6 x 3 M FORMAT



Layout or video dimensions:

864 x 480 px (Width x Height)

File dimensions:

1920 x 1080 px (Width x Height)

Material must be submitted in horizontal format, layout/video 864 x 480 px, placed in the upper left corner “box in box” within the size of 1920 x 1080 px.

Suitable graphical formats:

JPEG, PNG with RGB colors encoding (PDF and GIF are not accepted)..

Suitable video formats:

MPEG-4 / .mp4 (no audio), file not larger than 50MB, data transfer rate no lower than 8000 kbit/s and no higher than 25000 kbit/s.

Duration:

10 seconds.

Frames:

25 frames per second.

IMPORTANT:

- **For Digi Motion:** only slow-motion animation with smooth transitions is allowed. Flashing, distracting, aggressive animations and video effects are not permitted.
- **For Digi Frame:** images displayed on advertising screens must be static – without moving image effects or animation. One advertising image can be replaced with another no more frequently than once every ten seconds.

15 x 4 M FORMAT

1536x384 px A-face	1536x384 px B-face	1536x384 px C-face
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The connection between the screens goes through the rounded central axis. Each design or video will be symmetrically rounded on both left and right sides. ***It is recommended to not have any important information within 96px from each side of the creative.***

Visual or video dimensions:

1536 x 384 px (width x height)

File delivery:

1920 x 1080 px (width x height)

Material is provided in horizontal format, using the box-in-box principle, placed in the top-left corner within 1920 x 1080 px.

Accepted graphic formats:

JPEG, PNG with RGB color encoding.
(PDF and GIF not accepted).

Accepted video formats:

MPEG-4 / .mp4 (no sound), file size max 50 MB, bitrate not less than 8000 kbit/s and not more than 25000 kbit/s.

Length:

10 seconds.

Frames:

25 frames per second.

- **Digi Frame:** static visuals only – no motion effects, no flashing, no animation. A new visual may be displayed no more often than every ten seconds.

Good Example of a 15x4 M

