

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.

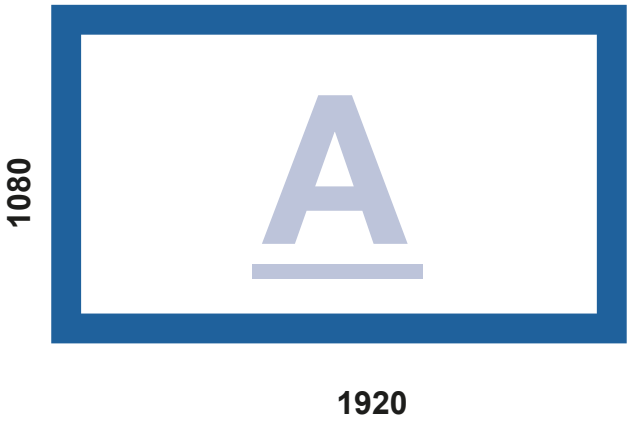
Language:
All the information provided on advertising material should comply with Lithuanian laws and regulations. All texts must be presented in Lithuanian language.

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



File dimensions:
1920 x 1080 px (Width x Height)

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.

Take into account what type of file you need for the purchased screens.

15 x 4 M FORMAT

1536x384 px A-face	1536x384 px B-face	1536x384 px C-face

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)

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

1536x384 px



96 px **96 px**

4 x 6 M FORMAT



File dimensions:

576 x 864 px (Width x Height)

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.

IMPORTNAT:

- **For Digi Motion:** only slow-motion animation with smooth transitions is allowed. Flashing, distracting, aggressive animations and video effects are not permitted.