



Out-of-Home-Channel

## Ad production – **Out-of-Home-Channel**

### Advertising device



Out-of-Home-Channel  
(main train stations)

Resolution	1080 × 1920 pixels
Aspect ratio	9:16
Orientation	Upright
Color mode	RGB

Suitable TV or cinema ads can be adapted to upright format (without sound).

## Finished ad (produced out of house)

Resolution:	Width × height: 1080 × 1920 pixels
Frame rate:	25p
Data formats:	<b>uncompressed</b> or <b>lossless compression</b> : AVI, Quicktime



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## Video material for ad adaptation by Ströer Digital

Resolution:	Width × height: 1920 × 1080 pixels or higher at least Full HD
Color mode:	RGB
Frame rate:	25i, 25p or 50p (preferably progressive)
File formats:	<b>uncompressed:</b> AVI, Quicktime <b>compressed:</b> MPEG4 (h.264), at least 35 Mbit/s (Blu-ray quality) other formats possible after prior consultation
Single image:	e.g. corporate design elements such as customer logo, slogan, pack shots, Open Type or True Type PC fonts Open Photoshop files with layers and alpha channel Single image: *.psd, *.jpg, *.bmp, *.tif, *.tga, *.pdf

## Layout for animation by Ströer Digital

Resolution:	Width × height: 1080 × 1920 pixels or higher
Color mode:	RGB
File formats:	Open Photoshop files with layers Single image: *.psd, *.jpg, *.bmp, *.tif, *.tga, *.pdf



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## Production costs

Hourly rate:

Screen design, animation, video

€ 130

Data acceptance, check and conversion per design

€ 130

## Supplying data

We require production artwork 10 calendar days before placement start.

Data delivery by FTP server:

Ask your media advisor for the access data you'll need.

We can also use your download link.

Data delivery by e-mail:

**30 MB limit**

Data medium:

DVD, Blu-ray, USB flash drive or hard drive.

Storage media must be formatted for Windows operating systems.

Before supplying production data, please contact our production department at **+49 89.74 89 89-971**.