



Dus Ad Walk

Ad production – Dus Ad Walk

Advertising device



Dus Ad Walk
(Airport)
Single screen



Dus Ad Walk
(Airport)
Entire area (5 screens)

Design options	simultaneous display	coordinated display
Resolution	768 × 1360 pixels	3840 × 1360 pixels
Aspect ratio	9:16	9:16
Orientation	portrait	landscape
Color mode	RGB	RGB

One Dus Ad Walk consists of 5 upright TFT screens (individual screens).

Finished ad (produced out of house)

Resolution:	width × height: 768 × 1360 pixels (single screen) or 3840 × 1360 pixels (all 5 screens together)
Frame rate:	25p
Data formats:	uncompressed or lossless compression: AVI, QuickTime



Dus Ad Walk

Video material for ad adaptation by Ströer Digital

Resolution:	width × height: 768 × 1360 pixels (single screen) or 3840 × 1360 pixels (all 5 screens together)
Color mode:	RGB
Frame rate:	25i, 25p or 50p (preferably progressive)
File formats:	uncompressed: AVI, QuickTime compressed: MPEG-4 (h.264), at least 35 Mbit/s (Blu-ray quality) Other formats possible after prior consultation
Graphical elements:	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

One video file is required for each screen. One AD WALK ad thus always consists of five video files. These files have to start and stop simultaneously.

Layout for animation by Ströer Digital

Resolution:	width × height: 768 × 1360 pixels (single screen) or 3840 × 1360 pixels (all 5 screens together)
Color mode:	RGB
File formats:	Open Photoshop files with layers Single image: *.psd, *.jpg, *.bmp, *.tif, *.tga, *.pdf



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Production costs

Basic ad	€ 100,-
Format conversion 1 screen	€ 50,-
Format conversion 5 screens	€ 200,-
Hourly rate animation video graphics	€ 130,-

Supplying data

We require reproduction materials 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 media: 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 89-68 or maximilian.kraus@stroerdigital.de