

SPECIFICATIONS

FOR PROGRAMMATIC BUYING

DIGITAL MEGA SCREENS

When you create a visual for our roadside large screens, you have to take a few things into consideration. Realise that a LED-screen of approximate 100 square metres is very large, but most screens are visible at over 30 metres high. Which gives them an ideal viewing distance of 100 to 250 metres.

CAMPAIGN CHECKER

Do you want to know how your artwork looks from within the car and if all your text is readable? Then please use the campaign checker on our website.

DO'S:

- A maximum of 6 to 8 words
- Characters with a minimal height of half a metre
- Use a clear picture that leaves no doubt at what you want to communicate
- Make sure your logo or company name is readable
- Use colour contrasts
- Use simple characters

DON'TS:

- Enlarge an existing (print)advertisement
- Want to give too much information
- Use a complex or busy picture
- Use a picture that distracts from your message
- Pale colours

ANIMATED VISUALS

It is possible to use a visual that is slightly animated within the 6 seconds of exposure time that is available. However stick to the rules mentioned in this document. Make sure to also make a still, so that we can use that, in case we might get complaints. This gives you the guarantee that your campaign can always continue.

WHAT IS POSSIBLE:

- The movement of a single object
- Words or lines that appear in the visual
- Something that changes colour or lights up
- Keep it subtle

WHAT YOU CANNOT DO:

- Use a full motion video
- Use a fragment of a television commercial
- Too much animation within the 6 seconds
- Use sound

When in doubt please always consult us.

CREATION

Stills can be edited in the following two file-types:

- JPEG
- PNG

Animated files can be made in the following types:

- MP4

Keep in mind the following:

- Content needs to be delivered in a size equal to our screen resolution.
- File size:

A1 Hoevelaken	1008 x 608 pixels
(Only stills)	
A2 Vianen	640 x 384 pixels
A6 Emmeloord	720 x 540 pixels
A12 Zoetermeer	672 x 512 pixels
A15 Hardinxveld	1200 x 896 pixels
A30 Barneveld	720 x 540 pixels
A73 Venray	960 x 720 pixels
- Resolution: 72 dpi
- Colour mode: RGB