

# STORE DIGITAL

## Product

Advertising network inside the retail environment

## Visible area

86 inches

## Material Requirements

File types:	MP4 (H.264 compressed) and JPG
Format:	Portrait 9:16
Resolution:	1080 × 1920 px
Frame rate:	25 fps
Max size of file:	20 MB
Spot length:	10 sec

## Requirements for digital poster

1. The information displayed on outdoor screens (digital poster) must not disturb or mislead the road users.
2. The digital poster cannot have background changes with high contrast or color difference. The length of the digital poster is 10 seconds.
3. Flashing, fast-moving, or intentionally startling animations/effects/elements in the design are not allowed.
4. It is not permitted to display content where the entire design is in fast motion at the same time, except when changing the ad. For example, movie trailers or TV commercials are not allowed.
5. Background exchanges between advertisers must be smooth, using internationally recognized fade-in / fade-out, crossfade, or similar techniques.
6. The campaign message must comply with the advertising and language requirements set by the Republic of Estonia.

## Material delivery

Please send material to our project manager **7 days before** campaign launch or upload to [clearchannel/file-transfer](#) link on Clear Channel Estonia's home page.

**Naming the material:** Offer number\_Year\_Week\_advertiser\_campaign subject

Material fee is added to the campaign costs, which includes **1 to 6 materials** at a time. If the material is changed during the campaign or material is delivered later while campaign is running, a new fee is invoiced.

Questions and additional information concerning materials: [info@clearchannel.ee](mailto:info@clearchannel.ee)