

SPECIFICATIONS

Første etape gennem Amalienborg smager bare bedre med øl

Carlsberg
DANMARK

100% NORDIC PILSNER

PROBABLY THE BEST BEER IN THE WORLD

AFA Decaux

DIGITAL
MOVING
STILL

AFA Decaux

MEDIA

DYNAMIC CONTENT

FORMAT:	MP4, WMV
SIZE:	1080 PX 1920 PX, Full screen, no black border
FILE SIZE:	Max. 30 MB
ROTATION:	Portrait
ENCODING:	H264
FRAME RATE:	25 FPS
BITRATE:	10-20 MBPS
NO AUDIO (SOUND)	
SPOT LENGTH:	10 seconds

STATIC CONTENT

FORMAT:	JPG, PNG
SIZE:	1080 PX 1920 PX, Full screen, no black border
FILE SIZE:	Max. 30 MB
ROTATION:	Portrait
COLOUR:	RGB
NO ANIMATION	



1080 PX

1920 PX

RESTRICTIONS

(Only for Rail/DSB)

Layout must not contain traffical signs or pictograms which can be confused with traffic marks. No sudden motions, flashes, or layout which represents danger.

Should DSB decide that the above requirements are not met, a new version of the material will be required before further proposal can be delivered. AFA Decaux nor DSB can not be held responsible for additional costs.

DELIVERY

5 working days for static and dynamic content
Late material delivery could impact timely campaign delivery.

The files are to be named as follows:
"Order no._Advertiser_start date-end dato"
E.g. "50000_CocaCola_100824-170824"

The files are to be sent to digital@afadecaux.dk.

If you have any queries, please contact
algssupport@afadecaux.dk

DIGITAL GUIDELINES

To ensure the success and smooth running of all digital campaigns, below are a series of simple guidelines to help. If you have any queries, please contact salgssupport@afadecaux.dk

DIGITAL MATERIAL

When you book a digital campaign at AFA Decaux, you have the option of running several campaign motifs. Please state the number of campaign motifs when booking your campaign – however, no later than 5 working days prior to the start of the campaign, where the files also must be available to AFA Decaux.

- You pay a fixed handling fee up to five campaign motifs for DKK 4,450.00. For each subsequent campaign motif, we charge DKK 995.00.
- If the material is delivered less than 5 working days prior to your campaign going live, we cannot guarantee that the campaign goes live on time. Later material delivery must always be agreed with sales support.
- Changing the material during the campaign period must be agreed with sales support and will be charged DKK 995.00 per campaign motive.
- Handling fees must be confirmed via email by media agency or advertising agency at least five working days prior to the start of the campaign.

LIVE AND DYNAMIC CAMPAIGNS WITH EKSTER FEEDS

Live and dynamic campaigns require considerable testing, moderation and compliance.

IMPORTANT

- All dynamic files require testing.
- All testing and material fees must be confirmed in writing.
- A minimum of 10 working days is required for testing dynamic campaigns.
- Dynamic campaigns must be communicated to AFA Decaux at least 4 weeks in advance.
- Standard material and scheduling requests must be communicated a minimum of 7 days before the campaign start or cannot be guaranteed to go live.