

Production instructions digital advertising media

Airport eBoard Intercontinental Branding, Zurich Airport



Basic information

- The digital screens are broadcasting still pictures («static») or spots («full-motion video»).
- Choose your preferred spot length:
 - 30 seconds
 - 40 seconds
 - 60 seconds
 - 120 seconds

Design tips

- Simple and clear message
- Distinctive colors
- Minimum font size 75 pixels

We would be glad to advise you on the creative implementation or to provide examples for inspection.

Checking the digital advertising medium

Before delivering the digital advertising medium, please check it against our specifications.

Static

The “XnView” tool can be used for these checks; it can be downloaded at xnview.com. Open the JPEG file of your still picture in the tool and, using the “View” icon or key combination “Ctrl+Enter”, check if the properties listed on the right-hand side are correct.

Limited Animation

The “MedialInfo” tool can be used for these checks; it can be downloaded at mediaarea.net. Open the “MedialInfo” tool in HTML view and then check your file. The spot must correspond to the length of the reserved booking.

Delivery

To ensure a punctual start to your campaign, upload your digital advertising media at the latest 5 working days before the start of broadcasting:

www.apgsga.ch/myapg or use the upload link on the digital sales documents.

Specifications

	Static classic still image (without movement)	Limited Animation self-contained spot (gentle, slow animations and transitions, no flickering or flashing)
File format	JPEG	MP4, MOV
Video codecs	–	H.264/AVC (for MP4 + MOV) Apple ProRes HQ (for MOV)
Image width	1 344 px	1344 px
Image height	1 728 px	1 728 px
Aspect ratio	7:9 or 0.778:1	7:9 or 0.778:1
Resolution	72 dpi	–
Frame rate	–	24 / 25 / 29.97 / 30 / 48 / 50 / 59.94 / 60 images per second
Frame type, encode mode	non-progressive	progressive
Color space/ profile	sRGB	YUV
Chroma	–	4:2:0 for H.264 and 4:2:2 for Apple ProRes
Color depth	24 bits, 8 bits per channel	24 bits, 8 bits per channel
Bitrate mode	–	CBR or VBR
Compression quality / Bitrates	Better quality	Better quality, as the video is converted to broadcast format.
Language	according to language region	
Audio	–	No soundtrack

Do you have any questions?

Do not hesitate to contact us for further information
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