

DIGITAL LARGE FORMAT



PIKASSO

PRODUCTION SHEET - Bardawil Dora Highway



● **Pixel Pitch:**

12mm pixel pitch SMD screen.

● **Screen Size:**

w: 8m x h: 4m

● **Spot Length:**

6 ads maximum of 8 seconds each. (When, on an exceptional basis, a 1 day special campaign is sold, the loop counts 7 ads).

● **Number of different visuals:**

A maximum of 6 different visuals per campaign is allowed to run the same day.

● **Change of visuals:**

A 24 hour prior notice should be given before any visual modification due to censorship procedures.

Safety:

- As part of its CSR, Pikasso has aligned its digital out-of-home strategy on the British and American safety standards.
 - The illumination of the screens is constantly controlled to ensure that the lighting of the environment is appropriate.
 - Pikasso accepts subtle motion, which means that an ad can be animated as long as it is not a story telling, with consecutive screens that distract a driver from looking at the road.
- Full motion, blinking, and flashing ads will not be aired, safety being Pikasso's first concern.

GRAPHIC SPECIFICATIONS

STATIC IMAGE	
Pixel Dimensions	w: 650 x h: 338 pixels
Resolution	72 dpi
Color Mode	RGB
File Format	JPEG

SUBTLE MOTION	
Pixel Dimensions	w: 650 x h: 338 pixels
File Size	Maximum 12 mb
Frame Rate	25 fps
Color Depth	24 bit RGB
Bit Rate	+9000
File Format	QuickTime (.mov)