



## TECHNICAL INFO

# DIGITAL SCREEN Shopper

MEDIA FORMAT	RESOLUTION	MEDIA FORMAT	RESOLUTION
<b>Digital LED-screen</b>	960 x 576 px	<b>Digital pylons</b>	1080 x 1920 px
Sokos Kuopio 1 pcs		Prisma Kuopio 14 pcs	
Prisma Savonlinna 1 pcs		Prisma Iisalmi 2 pcs	
Prisma Mikkeli 1 pcs		Prisma Varkaus 3 pcs	
<b>Digital LED-screen</b>	1440 x 800 px	Prisma Mikkeli 1 pcs	
ABC Pitkälähti 1 pcs		Prisma Savonlinna 1 pcs	
Prisma Seppälä Jyväskylä 4 pcs		S-Market Ykkösrasti, Kuopio 2 pcs	
		ABC Pyhäjärvi 1 pcs	
		ABC Marjahaka Iisalmi 1 pcs	
		ABC Varkaus 1 pcs	
		ABC Juva 1 pcs	
		ABC Pitkälähti Mikkeli 1 pcs	
		ABC Kuortti 1 pcs	

## PICTURE FORMATS

PNG (recommended), JPG (recommended), GIF (Nb! not animated), BMP

## VIDEO FORMATS

MPEG-1, MPEG-2 (recommended), MPEG-4, MP-4 (recommended), AVI, MOB, VOB

**Nb! Max bitrate 8000 kbps, screens do not support audio**

## NAMING THE MATERIAL

company\_campaign\_size\_campaign\_start\_date

(e.g. company\_topcampaign\_600x190\_251121)

## MATERIAL DELIVERY SCHEDULE

Material delivery 3 working days prior to the beginning of the campaign

## DELIVERY ADDRESS

Delivery address: [aineisto@mediateko.fi](mailto:aineisto@mediateko.fi)

Materials over 20 Mt can be delivered with file transfer service.

According to the completed material, information about the campaign (campaign time) and contact person

## MORE INFO

[www.mediateko.fi/en/planner/material-instructions](http://www.mediateko.fi/en/planner/material-instructions)

Questions regarding the material: [aineisto@mediateko.fi](mailto:aineisto@mediateko.fi)