

CITY SPARK

Product

Digital surfaces (Reidi tee and Merivälja tee)

Visible area

Reidi tee 2560 x 4800 mm
Merivälja tee 1500 x 2750 mm

Material Requirements

File types:	MP4 (H.264 compressed) and JPG (only JPG in Merivälja tee)
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

A 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