



# CONTENT SPECS 2025



# NETWORK DIGITAL



## VIDEO INFORMATION

<b>FILETYPE:</b>	MPG4
<b>CONTAINER:</b>	.mp4
<b>CODEC:</b>	H264
<b>PIXEL ASPECT RATIO:</b>	1:1 Square
<b>BITRATE:</b>	VBR2 Doel: 3mbps Max bit 6mpbs
<b>FRAMERATE:</b>	25 fps
<b>COLOR FORMATTING:</b>	RGB
<b>AUDIO:</b>	No
<b>MAX FILE SIZE:</b>	10mb per item



## STILL INFORMATION

<b>FILETYPE:</b>	png,jpg
<b>COLOR FORMATTING:</b>	RGB



## CREATIVE DURATION

<b>ACCORDING TO CONTRACT.</b>	
<b>STANDARD:</b>	6 sec.



## HTML5 INFORMATION

**Broadsign Dynamic**

**Sample directory structure:**

```
Package.zip
| - bin (folder)
| - src (folder)
| - img (folder)
| - logs (folder)
| - html (folder)
- | - index.html
- | - foo.html
- | - bar.html
```

Sample path:  
html/index.html

## DELIVERY OF DESIGN

The digital files have to be delivered **5 work days before** the start of the campaign.

## URL

**traffic@tagoutdoor.nl quoting:**  
TAG +Advertiser + Campaign + week



## RESOLUTION INFORMATION

NETWORK	RESOLUTION	ASPECT RATIO	ANIMATION	FILE TYPE
SHOPPING	1080x1920	9:16	Full Motion	Still, Video, HTML
SUPERMARKETS	1080x1920 1920x1080	9:16 16:9	Full Motion Full Motion	Still, Video, HTML Still, Video, HTML
EV	1080x1920	9:16	Full Motion	Still, Video, HTML
PIER SCHEVENINGEN	1080x1920	9:16	Full Motion	Still, Video, HTML
CITY	1080x1920 1920x1080 194x288 228x405 256x160 256x448 280x208 280x378 336x441 378x280 384x216 400x180	9:16 16:9 97:144 76:135 8:5 4:7 35:26 20:27 16:21 27:20 16:09 20:09	Full Motion Full Motion Full Motion Full Motion Full Motion Full Motion Full Motion Full Motion Full Motion Full Motion Full Motion Full Motion	Still, Video Still, Video Still, Video Still, Video Still, Video Still, Video Still, Video Still, Video Still, Video Still, Video Still, Video Still, Video
ROTTERDAM THE HAGUE AIRPORT	1080x1920 1920x1080	9:16 16:9	Full Motion Full Motion	Still, Video, HTML Still, Video, HTML
FUEL (BE)	1080x1920	9:16	Full Motion	Still, Video, HTML

## DO'S AND DONT'S

- Make sure that the advertiser's logo and / or name are prominent and clearly legible.
- Communicate a short, clear message.
- Use contrasting and bright colors.

# ROTTERDAM AIRPORT

## STATIC



### DESIGN INFORMATION

<b>FORMAT:</b>	10% of final format
<b>RESOLUTION:</b>	700 DPI on scale format
<b>FILETYPE:</b>	Certified PDF version 1.7
<b>COLOR FORMATTING:</b>	Full Color (no PMS colors)

### DELIVERY OF DESIGN

The digital files have to be delivered **10 work days before** the start of the campaign.

### FORMATTING

- No black or white frames surrounding the files
- Fully insert all fonts or convert to outlines
- No use of hidden layers
- Minimum of 3mm excess size all round
- Spot colors converted to CMYK in line with PANTONE library color bridge CMYK EC
- Do not use overpressure, as it will not be transferred to the print

You are able to supply in both CMYK (Euroscale coated/Europe ISO Coated FOGRA27) as RGB (Adobe RGB 1998).

Do not use LAB-colors.

### ARRIVAL\*

Beware that for the posters formatting, text needs to be at least 5 cm from the edge of the left and right side, 100 cm above the bottom and 20 cm from the top. Beware when using certain formats and colors for text, visuals and logos that your message should still be easily visible, even when viewed from afar.

### ELEVATOR\*\*

Beware that for the posters formatting, text needs to be at least 5 cm from the edge left, right and upper side, 100 cm above the bottom. Beware when using certain formats and colors for text, visuals and logos that your message should still be easily visible, even when viewed from afar.

### STAIRS\*\*\*

Beware that for the posters formatting, text needs to be at least 5 cm from all the edges. Beware when using certain formats and colors for text, visuals and logos that your message should still be easily visible, even when viewed from afar.



### SIZE INFORMATION

LOCATION	SIZE (WxH) cm	VIEW SIZE (WxH)	EFFLUX
ARRIVAL	478,5x474	478,5x474	On the underside descending printing
STAIRS	291x230	291x23	On the underside descending printing

### URL

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# POSTERS STATIC



## DESIGN INFORMATION

**SIZE:** 118,5 x 175 cm (wxh)  
**VIEW SIZE:** 110,5 x 167 cm (wxh)  
**EFFLUX:** 3mm



## DELIVERY DIGITAL DESIGN

**SCALE:** 20% of final format (23,7 x 35 cm)  
**RESOLUTION:** 400 DPI on scale of format (after enlargement it will be 80 DPI)  
**PRINT:** Certified PDF file version 1.4 including a representative color proof  
**COLOR FORMATTING:** Full Color/ Reverse printing  
(we recommend a standard of 2 colors and 3 colors for skin tones)



## DELIVERY POSTERS

**MATERIAL:** 135 grs matte light-diffusing for blacklightning  
**DELIVERY:** At the expense and risk of the client  
**SCHEDULE:** Material must be received Wednesday prior to campaign date  
**AMOUNT:** According to booking plus 20% spare material  
**DELIVERY ADDRESS:** Preferably flat on pallets, tagged at every 50 posters.

**OFN**  
**De ooyen 25**  
**4191 PB Geldermalsen**

## DELIVERY OF DESIGN

The digital files have to be delivered **10 work days** before the start of the campaign

## URL

traffic@tagoutdoor.nl **quoting TAG + Campaign + week**