

DATA DELIEVERY



Fig.: 72" Digital City Light, single

Animation by Gewista

The standard booking price includes a maximum of 2 hours of adaption/animation work to bring content into required DOOH-format. This assumes that the data is delivered to us in the correct format (see table below). For files delivered in AI or EPS format, as well as for INDD or PSD files delivered in any other form as stated in the above table, additional costs will be invoiced. Price is available upon request.

Software used

Adobe Photoshop, Illustrator, After Effects, InDesign.
Files with the extension .MAC cannot be processed.

Deadlines (for all formats)

Ready-made commercial: 10 working days before outdoor broadcast and 5 working days before transport broadcast, incl. bookingsdetails form and allocation map.

Animation by Gewista: 10 working days before the broadcast starts, incl. bookingsdetails and allocation map.

Smart Content implementation: data and concept must be transmitted 4-6 weeks prior to broadcast.

For examples on acceptable dynamic outdoor content, please see the following [LINK](#).

For general queries please contact Bettina Eiszner

Group Head Digital & Programmatic Advertising Unit
phone: (+43) 1 79 5 97 - 438
digital@gewista.at

Please upload zipped files to our server
<https://share.gewista.at>
Each client gets his own protected password account. **Note:** Forward the file download link to digital@gewista.at.

	READY-MADE COMMERCIAL		ANIMATION BY GEWISTA	
	static	animation	static	animation
Format	.jpg, .png	.mov, .mp4	.jpg, .png	.psd, .indd
Resolution	300dpi	300dpi	300dpi	300dpi
File Container/ Video Codec		.mov/h264 .mp4/VC-1		.mov/h264 .mp4/VC-1
Frame Rate		25p		25p
Text Layer				rasterized or provide OpenType font (.ttf, .otf)
Images & Text				in separated layers
File Format (w x h)	1080x1920 Digital City Lights & Digital Escalator Lights - Portrait format 1920x1080 landscape format			

GUIDELINES FOR ANIMATED CONTENT

Visually dynamic content is allowed on the Digital City Lights, within certain guidelines: Content must not contain certain scenes or images of a horrific, violent or lewd nature.

Gewista reserves the right to allow/disallow content based upon these guidelines and those of the city government of Vienna.

For examples on acceptable dynamic outdoor content, please see the following [LINK](#).

GUIDELINES FOR OUTDOOR SCREENS AT STREET LEVEL

For reasons of traffic safety, the following restrictions apply:

Image changes

- only 2 complete image changes allowed within 10 seconds
- minimum 1.5 seconds build-up time per full image change

Fade-in/ fade-out:

- allowed in black only

Animation design and movement:

- images should not appear suddenly from sides (left or right)
- no jerky, blinking, flickering or shimmering images
- no animations containing rapid movements
- 1-2 seconds set-up time for each image
- maximum of 2 elements every 5 seconds (pop-ups, etc.)

Film sequences:

- No film sequences or similar animation are allowed. Animation may however, contain slow movement.

GUIDELINES FOR PUBLIC TRANSPORT AREA

- no political advertisements allowed
- alcoholic beverages advertisement is restricted to certain times of day



Fig.: 72" Digital City Light, single

For general queries please contact **Bettina Eiszner**

Group Head Digital & Programmatic Advertising Unit
phone: (+43) 1 79 5 97 - 438
digital@gewista.at

Please upload zipped files to our server <https://share.gewista.at> Each client gets his own protected password account. **Note:** Forward the file download link to digital@gewista.at

DEADLINES

COMMERCIAL

(premade content according to datasheet)
incl. bookingdetails form + allocation map
10 working days before campaign start

NOTE! Visually dynamic content is permitted in our digital networks Deluxe and Mariahilfer Straße. However, for reasons of road safety, the content has to be sent to us in advance for approval. Therefore, we need to receive the finished spot at least 10 working days before the broadcast starts. Thank you in advance for your cooperation. Below you will find a [LINK](#) with examples of visually dynamic outdoor content.

PRINT SUBJECT (animation by Gewista)
incl. bookingdetails form + allocation map
10 working days before campaign start

