

MAXILED FIRENZE

SANTA MARIA NOVELLA

TECHNICAL SPECIFICS



1 MAXILED
768 x 512 Pixel



1 MAXILED
640 x 384 Pixel

TECHNICAL SPECIFICATIONS FOR VIDEO FILES:

VIDEO CODEC : H264 VIDEO FORMAT : .MP4

BITRATE: MAX 8000kbps AUDIO: NOT REQUIRED

FILES OF ANY DURATION ARE ACCEPTED

(If multiple creatives are provided, all files must have the same duration)

TECHNICAL SPECIFICATIONS FOR IMAGE FILES:

IMAGE FORMAT: .JPG

IMAGE QUALITY: **72 dpi**

In line with the Italian Advertising Self-Regulation Code (IAP), advertising must respect public decency and sensitivity. Content featuring violence, nudity, drugs, discrimination, hate speech, defamatory, provocative, or sexually explicit messages is not permitted. References to delays, service disruptions, emergencies, or operational issues that may harm the reputation and image of the railway system and its stations are also not permitted.

The material must be delivered via a file transfer service no later than the 4th working day prior to the go-live date. During national holiday periods, delivery must be made in advance.

In the event of late delivery, we cannot guarantee the timely launch of the campaign as scheduled or the prompt delivery of the related photographic proof of posting.

The material must be sent to the following email address:

onair@gsretail.it