

MAXILED NETWORK

TECHNICAL SPECIFICS

The production of the following **14 formats**, either video or image, is required (**NO HTML**):

1088x512 px	(MLD Genova Brignole, MLD Palermo)
1200x700 px	(MLD Metro 2 Roma Termini, MLD1-2 Verona)
832x448 px	(MLD Bari)
2048x1152 px	(MLD Milano)
1344x768 px	(MLD Genova Principe, MLD Metro 1 Roma Termini)
1920x720 px	(TLED 1-2 Roma Termini, MLD 1 Venezia Santa Lucia)
4224x1512 px	(MLD 2 Roma Termini)
2304x1152 px	(MLD Atrio Milano, MLD Jumbo Milano, MLD 3-4 Napoli, MLD 2 Venezia Santa Lucia)
2400x400 px	(MLD Venezia Mestre)
3456x640 px	(MLD Torino)
768x480 px	(MLD 1-2 Napoli)
1152x768 px	(MLD Parking Roma Termini, MLD Bologna, MLD1 Firenze)
864x568 px	(MLD 1-2 Atrio Roma Termini)
960x576 px	(MLD 2 Firenze, MLD Roma Tiburtina)

Note: The dimensions of some formats may differ from those indicated in the individual station specifications. This document requires the production of the largest format sizes, proportionally scaled to also cover lower resolutions. **Please refer to this document for the production of materials related to the Network Maxi Led circuit or Brand Time campaigns.**

TECHNICAL SPECIFICATIONS FOR VIDEO FILES:

VIDEO CODEC : **H264** VIDEO FORMAT: **.MP4**

BITRATE: **MAX 8000 kbps** 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