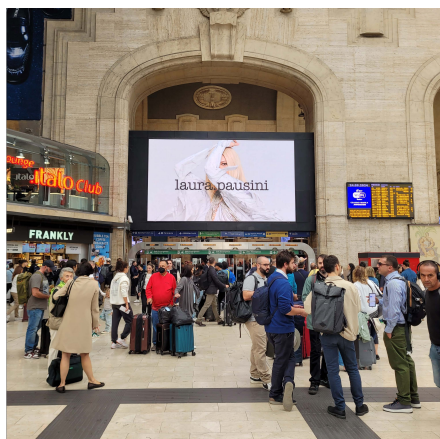


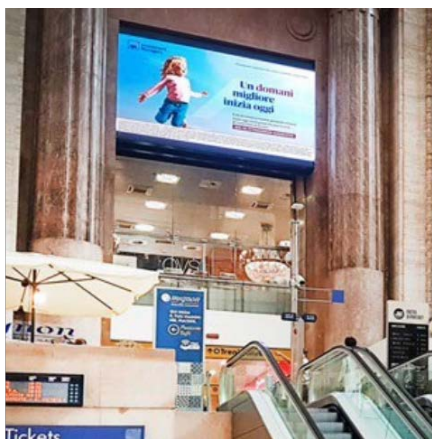
# SUPER MAXI DIGITAL MILANO

## TECHNICAL SPECIFICS



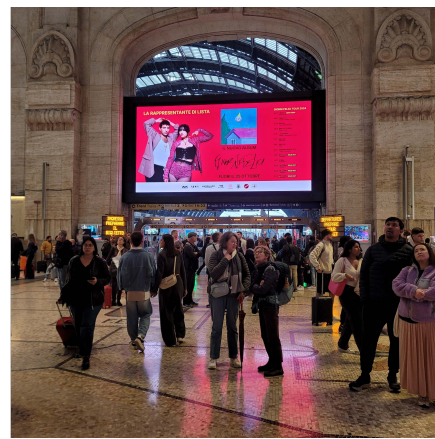
1 MAXILED FRONTE BINARI

8 x 4,5 mt



1 MAXILED ATRIO

5 x 2.5 mt



1 JUMBO LED

9 x 4.5 mt

### RESOLUTION

2048 X 1152 Pixel

1280 X 640 Pixel

2304 X 1152 Pixel

#### 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](mailto:onair@gsretail.it)