

Out of home equipment sheet - Grand Duchy of Luxembourg

DOOH | GRIDX

DIGITAL OUT OF HOME



Equipment to be provided :
 • **6 OR 10 SEC.**
 • **MAX. 3 VERSIONS PER CAMPAIGN**

Entrust your production
 video/animation
 production to
IP PRODUCTIONS
 for a quote

Delivery methods

Electronic delivery

The best way to send your material is to make it available on a server.

If you do not have a server, you can upload your material to our FTP server* or send it via online file transfer services (www.ipl.lu/upload, WeTransfer, Hightail, etc.).

* Our FTP server details

Host name: ftp.ipl.lu Username: drop-in
 Password: Maximum99 Folder: /OOH In
 Please gather all files into a single zip archive.

When the transfer is complete, please send an email to notify us at: ads@ipl.lu

Our tips for ensuring the best visibility for your video in a busy environment

- No sound
- Animated spot only
- Avoid fonts that are too small
- Avoid letterboxing in video clips embedded in the visual
- Continuous appearance of your logo in the video
- Create high contrast between the background and the colors used in the content

Contact

IP LUXEMBOURG
 43, boulevard Pierre Frieden L-1543 Luxembourg
 (+352) 44 70 70 4600
ads@ipl.lu

Deadlines for submitting material

5 working days before the first broadcast.

If your commercial is animated by IP PRODUCTIONS, graphic elements must be provided 10 business days before the campaign launch.

Accepted formats

Totem / Motion

- **resolution 1080x1920**
- **.mp4 format**
- **25 fps**
- **at least 5 Mbps**
- **duration 6sec. or 10 sec.**
- **no sound**

Each new DOOH booking allows for the display of a maximum of 3 visuals per campaign.

