

Specifications and guidelines

Digital advertising Samsung screens

Guidelines

- ✓ **Deadline:** The reservation must be made at least **2 weeks** before going live. Visuals must be sent to advertising@jaarbeurs.nl at least **1 week** before going live.
- ✓ **Contact:** For more information or questions please contact our support department at +31302952999 or service@jaarbeurs.nl
- ✓ **Important:** Don't use arrows in the visuals

Specifications

- ✓ **File type:** Bmp, gif, jpg, jpeg, png, tif(f), avi, wmv, mp4, mov, mpg, mpeg
- ✓ **FPS (video):** Max. 60 FPS
- ✓ **DPI (image):** 72 DPI
- ✓ **File size:** Max. 75 MB
- ✓ **Length:** Depending on your package: 5 or 10 sec.
- ✓ **Size:** Check the details of your purchased package below

Packages

Royal Silver

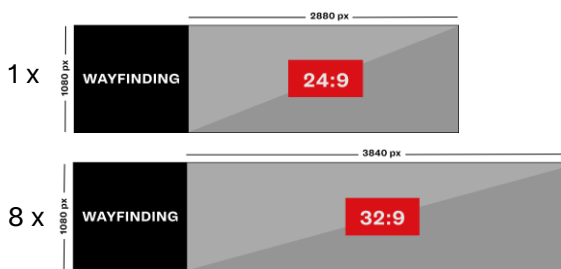
Standard

What do you get?

- ✓ Visible on 9 screens
(See screen A, B, C, D and E on the map on the next page)
- ✓ Filled screen incl. Jaarbeurs way finding

What do we need?

- ✓ 2880 x 1080 px (24:9)
- ✓ 3840 x 1080 px (32:9)



Royal Gold

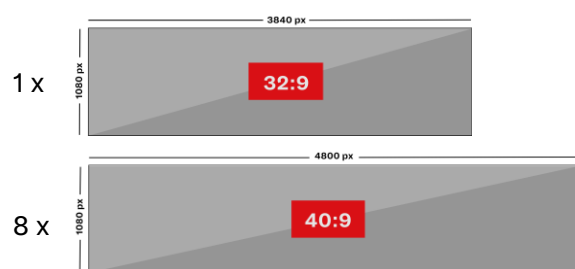
Limited (max. 4 available)

What do you get?

- ✓ Visible on 9 screens
(See screen A, B, C, D and E on the map on the next page)
- ✓ Full screen

What do we need?

- ✓ 3840 x 1080 px (32:9)
- ✓ 4800 x 1080 px (40:9)



Atrium screen Beatrix building

What do you get?

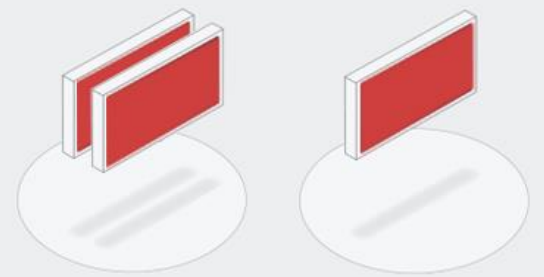
- ✓ Visible on 1 screen in the Beatrix Building
(See screen G on the map on the next page)
- ✓ Full screen

What do we need?

1. 2880 x 1080 px (24:9)

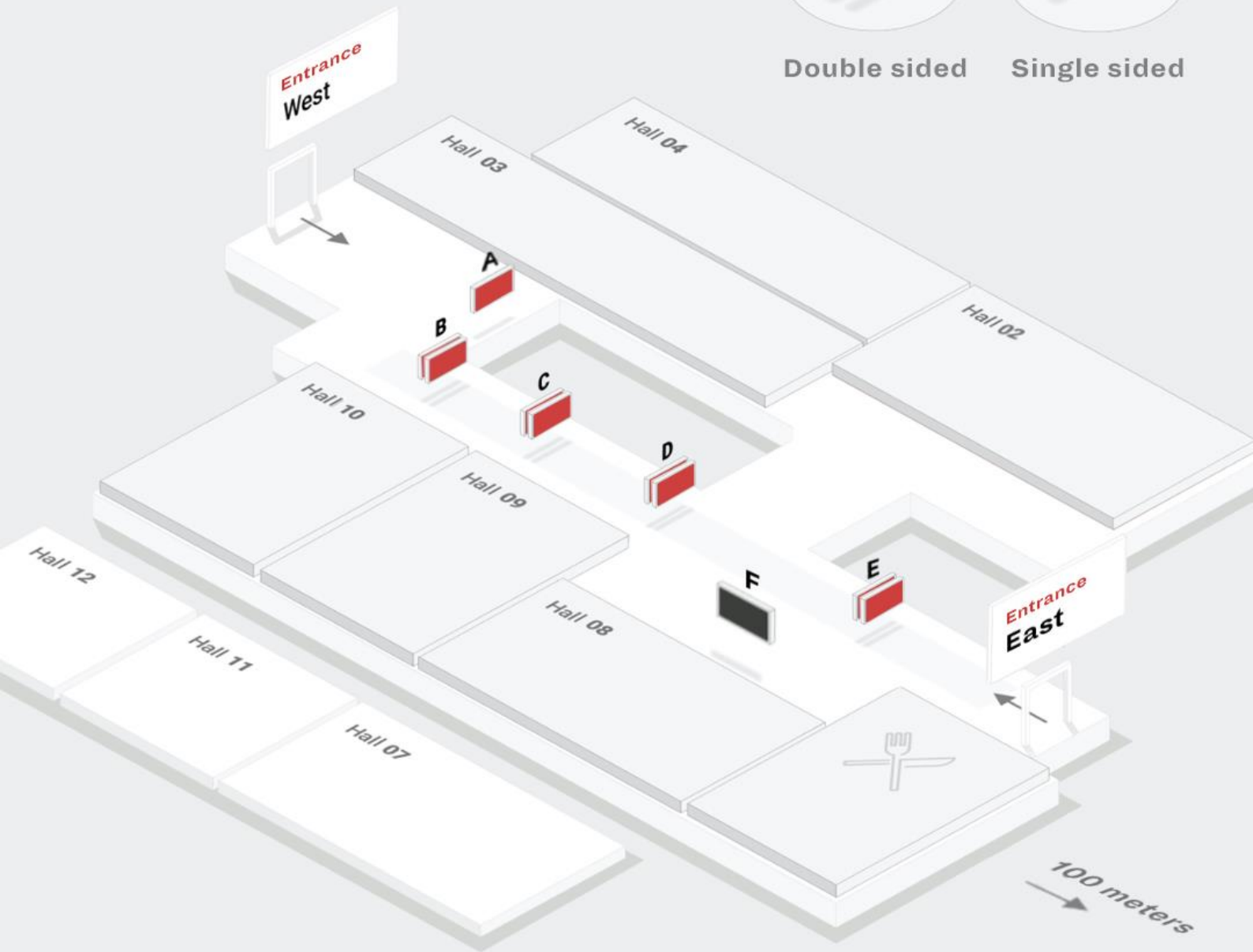


Map digital signage

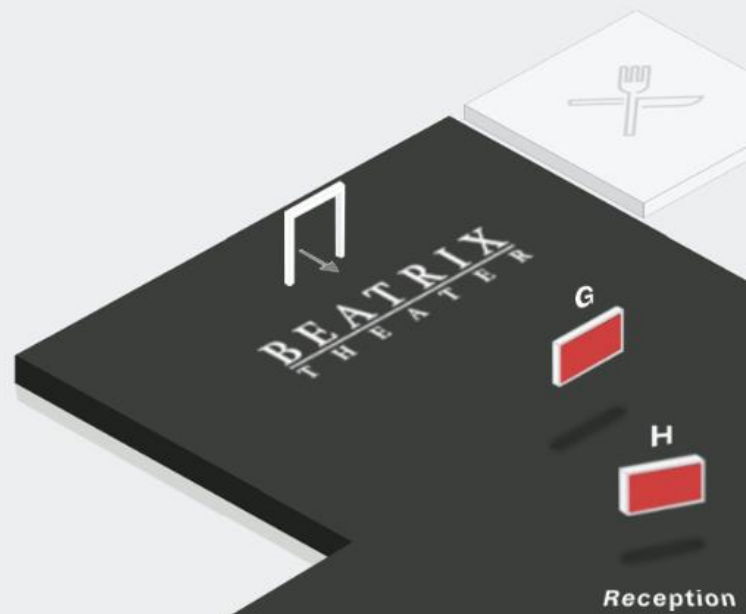


Double sided

Single sided



- Screen A: 2880 x 1080 px
- Screen B t/m E: 3840 x 1080 px
- Screen F: On request
- Screen G: 2880 x 1080 px
- Screen H: On request



Reception