

Technical specification

This page describes the procedure for receiving your finished advertisement.

If you prefer, Media Direct Norge can also produce the ad for you.

Stills for digital display

To obtain the best possible quality, the finished digital image file should be delivered in the 2K-format: 1998 x 1080, with 72dpi resolution. Full HD (1920 x 1080 pixels) is also OK. The image should have RGB colours and contain no watermarks. We prefer images delivered in JPEG, TARGA, TIFF, PSD or EPS format. Please do not place logos and text at the edge of the image. A narrow margin is necessary to ensure that everything is visible even if there is a small dislocation during projection.

Animations/films for local distribution/films for national distribution

The best quality is obtained from 2K resolution (1998 x 1080 pixels). We also accept Full HD (1920 x 1080 pixels).

We prefer the film material delivered as a TIFF/TARGA sequence with separate audio files in 2.0 stereo or 5.1 surround format.

When delivering film material in other formats such as WMV, MOV or MPEG, the file format should be encoded with a standard CODEC which runs at 24 frames per second PAL, with a bit rate of 10,000kB/s or more, and without letterbox. Please do not place logos and text at the edge of the image. A narrow margin is necessary to ensure that everything is visible even if there is a small dislocation during projection.

The sound should be 2.0 stereo or 5.1 surround, with minimum sample rate 44.1KHz, 16 bit or higher. The sound must also be normalized to OdB.

NB!

File types such as ppt (PowerPoint), doc (Word), gif, swf (Flash) or pub (Publisher) cannot be used. We do not accept DCP's.

Delievery

See our webpage (mdn.no/english)

If you have questions please contact Kjetil. His telephone number is +47 991 56 453.