

Factsheet Digital Network – EuroAirport Basel

The first digital network at EuroAirport Basel. Place your advertising message at the most highly frequented zones at check-in and the baggage reclaim area and engage your target group with an individualized message.

100% exposure to all passengers at EuroAirport Basel.

Facts and figures

- 100% exposure to all passengers
- 9.0 million passengers per year
- 7 full HD screens, 4 at check-in, 3 in the baggage reclaim area
- 6 slots / 10 s
- 75-inch
- EuroAirport is operational from 4 am to midnight



Flight Information Media package

Number of screens	Time period	costs
7	1 month	7 500

Prices in CHF excl. VAT

The service includes

- Checking content
- Delivery of data to monitors
- On-site quality control
- Content change
- Other services on request and against invoice
- Simple creation of content on request
- Option of tailoring messages to specific target groups, e.g. one subject for departing passengers and one for arrivals

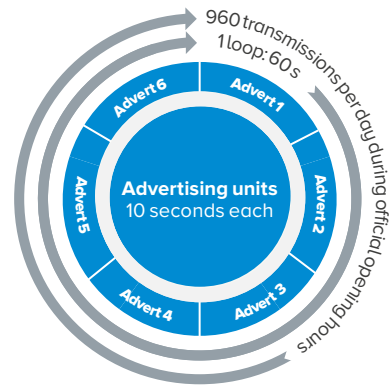
Design parameters

Still images and soft animation. For details please see the Creative Guidelines.

Subject matter

Subject matter is approved by EuroAirport Basel. EuroAirport Basel reserves the right to refuse subject matter, stating reasons.

Technical data	Street
Spot length	10 s
Dynamic content	X
Static content	X
Technical data	
Resolution	1080 x 1920 pixels
File size	Max. 25MB
Aspect ratio	Portrait (9:16)
Transmission formats: images	
Point density	96 dpi
Colour mode	RGB
Format	JPEG, PNG, GIF
Transmission formats: video	
Frame rate	30 fps
Bit rate	8 - 10 Mbit/sec
Colour mode	RGB
Video encoding	H.264
Formats	mp4, HTML5



Design specifications for videos:

Low-grade to moderate animation effects

Basel: still images with low-grade animation effects may be used (e.g. slow gradual zoom, elements subtly faded in or out, etc.)

Dissolved one-second cross-fade at beginning and end of commercial

Delivery date:

Data for transmission must be delivered to Clear Channel Schweiz AG no later than 1 working day prior to transmission (unless otherwise agreed in advance). If the content cannot be transmitted, delivery may be delayed.

Supply data to:

digital@clearchannel.ch

Note: EuroAirport and order number

Costs

Activation and each content change: CHF 350.–, excl. VAT.

Invoicing

Costs will be billed by Clear Channel Schweiz AG