



## Advertising scarf

Form of advertising in which a graphic tape extends vertically over the entire height of the screen. On request, the graphics can also be animated

- Integration parallel to the program without commercial interruption
- program sound is retained
- Contents and design customized
- Duration of integration: 10 seconds

## Example



### Impressum

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Geschäftsführer:  
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## Requirements for production

- All customer logos and graphics as eps files
- Information about colors (RGB) and font (ttf)
- As detailed as possible about the graphic design
- Text: required wording

## Legal restrictions

- Marking the advertising with "advertising" lettering
- Size: max. ¼ of the screen → 480 x 1080 Pixel
- Use under consideration of licensing regulations

## Lead time

- 4-5 days before broadcast

**Client delivery: uncompressed MOV- or AVI-file with key & fill**  
**Framerate: 50i or 25p**

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