

TECHNICAL SPECIFICATIONS

ALL CHANNELS

January 2024

GOLDBACH

YOUR
MESSAGE
IS OUR
PASSION



**MALL CHANNEL
TECHNICAL SPECIFICATIONS**



TECHNICAL SPECIFICATIONS

MALL CHANNEL

Mall Channel

Resolution	Landscape 1920 x 1080 pixel Portrait 1080 x 1920 pixel
Ratio	16:9 9:16
Format	MP4 H264 no audio (25 or 30 fps); JPG with 72 dpi
Delivery time	5 working days before the campaign starts
Note	Delivery: max. 20 MB
Contact	For questions regarding production & delivery please contact Artwork-Dooh.DE@Goldbach.com



MOBILITY CHANNEL TECHNICAL SPECIFICATIONS



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DAMIT IHRE
BOTSCHAFT
FAHRT
AUFNIMMT!

MIT ABSTAND AM SCHWELLEN

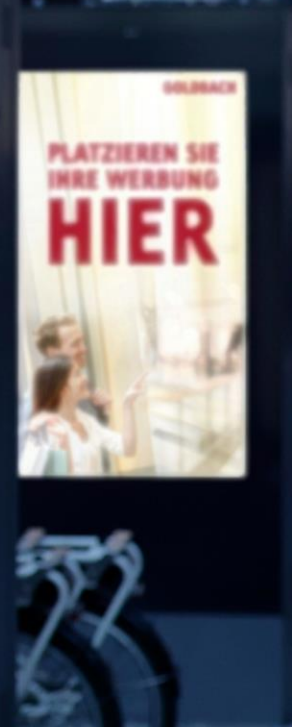
TECHNICAL SPECIFICATIONS

MOBILITY CHANNEL

	Mobility Channel classic	Mobility Channel EV-Screen
Resolution	Landscape 1920 x 1080 pixel Portrait 1080 x 1920 pixel	Portrait 1080 x 1920 pixel
Ratio	16:9 9:16 10:16 for tablet (optional)	9:16
Format	MP4 H264 without audio (30 fps)	MP4 H264 ohne Audio (30 fps), JPG with 72 dpi
Datarate/Bitrate	≈ 5000kbps	
Delivery deadline	5 working days before the campaign starts	
Note	Delivery: max. 20 MB	
Contact	For questions regarding production & delivery please contact Artwork-Dooh.DE@Goldbach.com	



**MERCEDES PLATZ
TECHNICAL SPECIFICATIONS**



TECHNICAL SPECIFICATIONS

MERCEDES PLATZ

City	Location	Format	Size	Proportion	Area
Berlin	10 Locations	MP4; JPG, PDF, PNG	960 x 720 pixel	3:2	7,68 sqm
Berlin	Mercedes-Platz	MP4, MPEG, JPEG, AVI, MOV, WMV, MKV, TGA	320 x 760 pixel (Mediatower) 840 x 500 pixel 1104 x 600 pixel 1176 x 696 pixel 588 x 1272 pixel 1080 x 1920 pixel (DCLP)	16:9 9: 16 Special Format	9,5 sqm bis 88,8 sqm
Berlin	Marquee Signs – Mercedes Platz	MP4, MPEG, JPEG, AVI, MOV, WMV, MKV, TGA	1504 x 560 pixel 765 x 288 pixel 864 x 320 pixel	Special Format	

Contact

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CITY
TECHNICAL SPECIFICATIONS



TECHNICAL SPECIFICATIONS

CITY

City	Channel	Location	Format	Resolution	Proportion	Size
Berlin	Billboard	10 Single-Locations	MP4; JPG, PDF, PNG	960 x 720 pixel	3:2	7,68 qm
Bochum	Billboard	Wittener Straße Herner Straße 59	JPG with 72 dpi	1024 x 576 pixel	16:9	various
Bochum	Tube	Tube (Rathaus, HBF)	MP4 (H.264) without Audio, JPG	1920 x 1080 pixel	16:9	various
Bochum	DCLP	Oscar-Hoffmann Straße 25 Wittener Straße 2 & 3 Stadionring 26	JPG with 72 dpi	768 x 1024 pixel	3:4	various
Celle	Billboard	Mühlenstraße 2	JPG with 72 dpi	1024 x 576 pixel	16:9	10 qm
Düsseldorf	Billboard	Vogelsanger Weg 91	MP4, JPG with 72 dpi	75 x 304 pixel	4:1	32,26 qm
Dortmund	Billboard	Juliusstraße 5	MP4, JPG with 72 dpi	1024 x 768 pixel	4:3	28 qm
Hannover	Billboard	Raschplatz	MP4, JPG with 72 dpi	1920 x 1080 pixel	16:9	26 qm

Delivery deadline 5 working days before the campaign starts

Contact For questions regarding production & delivery please contact Artwork-Dooh.DE@Goldbach.com



TECHNICAL SPECIFICATIONS

CITY

City	Channel	Location	Format	Resolution	Proportion	Size
Karlsruhe	Billboard	Kreuzung Kriegsstrasse	MP4	440 x 320 pixel	11:8	14 qm
Leipzig	DCLP	Plagwitzer Höfe	MP4, JPG with 72 dpi	1080 x 1920 Pixel	9:16	–
Linkenbach	Billboard	A3 direction Köln / direction Frankfurt	JPG with 72 dpi	720 x 384 pixel	16:9	173 qm
Lippstadt	Billboard	Erwitter Straße	JPG with 72 dpi	1024 x 576 pixel	16:9	8,2 qm
Neuwied	Billboard	Berggärtnerstrasse	JPG with 72 dpi	728 x 416 pixel	7:4	–
Paderborn	Billboard	various locations	MP4, JPG with 72 dpi	1024 x 576 pixel	16:09	various
Plaidt	Billboard	Bundesstrasse	JPG with 72 dpi	728 x 416 pixel	7:4	–

Delivery deadline

5 working days before the campaign starts

Contact

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TECHNICAL SPECIFICATIONS

CITY

City	Channel	Location	Format	Resolution	Proportion	Size
Salzkotten	Billboard	Paderborner Straße	JPG with 72 dpi	1024 x 576 pixel	16:9	8,2 qm
Stuttgart	Billboard	Heilbronner Str. 241	MP4	832 x 734 pixel	17:15	80 qm
Stuttgart	Billboard	Flughafenstrasse/ Messepiazza SÜD	JPG with 72 dpi	960 x 576 pixel	5:3	14 qm
Stuttgart	Billboard	Flughafenstrasse/ Messepiazza NORD	JPG with 72 dpi	1080 x 576 pixel	15:8	10 qm
Stuttgart	Billboard	Cannstatter Strasse 46	MP4	1152 x 768 pixel	3:2	22 qm

Delivery deadline 5 working days before the campaign starts

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**PREMIUM AIRBOARDS
TECHNICAL SPECIFICATIONS**

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**PLATZIEREN SIE
IHRE WERBUNG
HIER**

Eurowings

Eurowings

Eurowings

KARIBIK

Fliegen Sie meistags nach
Puerto Plata und Punta Cana –
günstig wie nie!

ab 219€



TECHNICAL SPECIFICATIONS

PREMIUM AIRBOARDS

PREMIUM AIRBOARDS

	Airport Cologne/Bonn	Airport Paderborn
Resolution	Videowall 1920 x 1080 pixel full-HD 4K possible	Portrait: 768 x 1024 pixel Landscape: 1024 x 576 pixel
Ratio	16:9 9:16 3:4 (Paderborn)	
Format	MP4 (H.264) without audio, JPG with 72 dpi	
Delivery deadline	5 working days before the camapign starts	
Note	Delivery: max. 20 MB	
Contact	For questions regarding production & delivery please contact Artwork-Dooh.DE@Goldbach.com	



TRAVEL POS CHANNEL TECHNICAL SPECIFICATIONS

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TECHNICAL SPECIFICATIONS

TRAVEL POS CHANNEL

	Spar Express DB Stores	Press & Books
Resolution	Landscape 1920 x 1080 pixel	Landscape 1920x1080 pixel
Ratio	16:9	16:9
Format	MP4, JPG with 72 dpi	MP4, JPG with 72 dpi
Spotlength	Minimum 5 seconds	
Delivery deadline	7 days before the campaign starts	
Note	Delivery: max. 20 MB	
Contact	For questions regarding production & delivery please contact Artwork-Dooh.DE@Goldbach.com	



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LEH CHANNEL

ENG. BEVERAGE/FOOD RETAIL CHANNEL

TECHNICAL SPECIFICATIONS

GOLDBACH

PLATZIEREN SIE
IHRE WERBUNG
HIER



TECHNICAL SPECIFICATIONS

LEH CHANNEL

	Beverage Market	BottleAd in Supermarkets
Resolution	Landscape 1920 x 1080 pixel	Landscape 1920 x 1080 pixel
Ratio	16:9	16:9
Format	MP4, JPG with 72 dpi	WebM, JPG with 72 dpi
Delivery deadline	7 days before the campaign starts	
Note	Delivery: max. 20 MB	
Contact	For questions regarding production & delivery please contact Artwork-Dooh.DE@Goldbach.com	
Specialty	-	With audio



HOTEL CHANNEL TECHNICAL SPECIFICATIONS



TECHNICAL SPECIFICATIONS

HOTEL CHANNEL

Hotel Channel

Resolution	All files must be in portrait and landscape format. Portrait format (720 x 1080 pixels) Landscape format (1620 x 1080 pixels)
Ratio	Max. 100 MB
Format	MP4, MOV, QT, AVI, WMV, ASF, JPG, PNG, BMP
Delivery time	7 days before the campaign starts
Note	Files can also be delivered in native HD format (portrait 1080 x 1920 / landscape 1920 x 1080). The files will then be scaled to the real door size (there may be a reduction of the image). Recommendation: Safety margin on all sides Delivery: max. 20 MB

Contact

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TECHNICAL SPECIFICATIONS

HOTEL CHANNEL

Format	DoorShow Native	Customer image 16:9		Customer image 9:16		
		with blur	without blur	with blur	without blur	
Elevator smaller < 120 cm	Portrait					
Elevator bigger > 120 cm	Landscape					

Maximum advertising space with Blur effect :

- Scaling a Full HD 16:9 format to the door width reduces the advertising space at the elevator door
- This creates an unused advertising space
- With the blur effect we use the entire advertising space!



**THANK YOU
WITH
PASSION**

GOLDBACH

