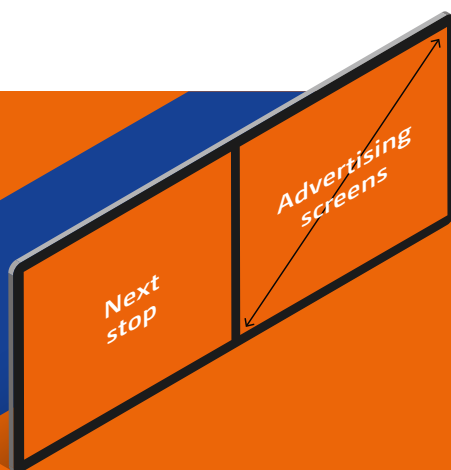


Canal TPG Advertising slot (1400 screens)

Trams – Autobus – Trolleybus (1-4 screens depending on the vehicle type)

PLAN AND DESCRIPTION

- Screen size: 15' (38 cm diagonal).
- The message shown is soundless.
- TV spots must be subtitled with large letters.
- Attentive target group of 600,000 passengers/day.
- Average travel time per trip: 6 minutes and 3 seconds.
- 1400 screens in the 15' format in the buses, trolley buses and trams of the TPG route network (1 to 4 screens per vehicle).
- The advertising message will be presented daily on average 34,000 times on the total "Channel TPG" network.



Delivery

Adresse
 TP Publicité SA
 Avenue de la Jonction 17,
 1205 Genève

Transmission by e-mail in:
info@tppub.ch

Deadline

2 weeks in advance, at the latest
 7 working days before the beginning
 of the campaign.

We must reject any delivery that does not correspond to these terms.

MANUFACTURING

Slide

Duration	Number of pictures	Technology
10 seconds	1	JPEG file 1920 x 1080 pixels, 72 dpi resolution

Slide show

Duration	Number of pictures	Technology
20 seconds	2-4	JPEG file 1920 x 1080 pixels, 72 dpi resolution

Spot

Duration	Technology
10-20 seconds	Format MP4 resolution 1920 x 1080 pixels.

