

An abstract graphic consisting of three overlapping shapes: a red shape with a rounded top on the left, a black square in the middle, and a blue shape with a rounded bottom on the right. The text is positioned to the right of these shapes.

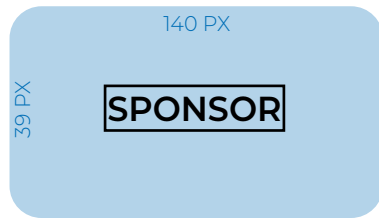
# TECHNICAL SPECIFICATIONS BILLBOARDS

**Ads & Data**  
*One & not the same*

It is recommended to send the storyboard in advance to [billboards@adsanddata.be](mailto:billboards@adsanddata.be), to ensure that your billboard complies with the rules and to avoid last minute changes. We are happy to advise you on this matter.

## OBLIGED

Always use the [sponsorship logo](#) and keep it visible during the entire spot (140 px). Expressions such as "Have fun watching", "Enjoy this program" cannot replace the sponsorship logo.



**Sector-related legal obligations** also apply to billboards. We count on every advertiser to be aware of the obligations applicable in their sector. For example, "Ons vakmanschap drink je met verstand." for alcoholic drinks or the toothbrush logo for candy. **In case Ads & Data is fined for missing legal disclaimers, this fine including interest and costs will be fully recovered from the customer.**

## WHAT IS PERMITTED?

A link between spot and sponsored program is strongly advised f.e. Brand X sponsors De Slimste Mens Ter Wereld ("the smartest person in the world" - a quiz format):  
"The Smartest Person chooses for Brand X" – "Enjoy this program with..."

- Name of the sponsor, logo, product, service, domain names.
- Sound and/or image recognition signs or an image-supporting (official!) slogan of the sponsor.
- Images of the sponsored program (always check the rights, no use of candidates or actors).
- General brand awareness messages.
- Elements which encourage purchase behavior **only** if these elements are part of the official company's baseline.

## WHAT IS NOT PERMITTED?

*A billboard should be general and informative. It may not be commercial and may not encourage action or purchase.*

- Convincing, activating or commercial messages with words such as “buy”, “sell”, “win”, “participate”, “try now”, “discover”, “go”, “do”, etc.
- To communicate that something is new: no new product, no new packaging, etc.
- Any time indication: “now”, “every week”, “daily”, ...
- Highlighting any financial advantage. Therefore prices and promotions cannot be displayed and words such as “free”, “cheap”, “sale”, “discount”, “save”, “conditions”, ... cannot be used.
- To mention distribution points, telephone numbers, addresses, opening hours or to indicate where and when a certain product or service is available.

## NEED MORE INFORMATION?

Mail: [billboards@adsanddata.be](mailto:billboards@adsanddata.be)

## WHAT IS RISKY?

*The following may be permitted to a limited extent if not too many different of these elements are used and combined in one spot and as long as this does not give the spot a commercial character.*

- The billboard cannot be an audiovisual tv commercial. Therefore we advise not to use shorter versions of existing tv commercials.
- Questions in which the answer meets a need of the viewer.
- Superlatives such as “the best”, “the most fantastic”, “most delicious”, etc.
- Pointing out the effectiveness or benefits of a product, e.g. “is very effective for”, “100% natural”, “Belgian”, “zero sugar”, ...

## IMPORTANT

Billboards are subject to the general terms and conditions of Ads & Data. In accordance with the general terms and conditions, the customer is responsible for the content and admissibility of a billboard. In the event Ads & Data is fined for a billboard that is not compliant, this fine including interest and costs will be fully recovered from the customer.

# TECHNICAL SPECIFICATIONS | CLASSIC TV CAMPAIGN

Dmat files (= videofile) must be delivered to us by Slingshot (= software).

Audio, video and language formats according to advertising sales house and channel: Always only one advert version per Slingshot HD file.

Slingshot HD file delivery per advertising sales house, per language, per format !

ADVERTISING SALES HOUSE	CHANNEL	ADVERT VERSION
IP	RTL-TVI , PLUG RTL , CLUB RTL , KIDZ RTL, TF1	1 Slingshot HD file (FR)
RMB	RTBF La Une , RTBF La Deux , RTBF La Trois , AB3 , ABXPLORE, BeTV, NRJ HITS, AUVIO	1 Slingshot HD file (FR)
VAR	VRT EEN , CANVAS , SPORZA, KETNET	1 Slingshot HD file (NL)
Ads & Data	PLAY4, PLAY5, PLAY6, PLAY7, PLAY Sports Open, History Channel, BBC First, NJAM!	1 Slingshot HD file (NL)
DPG	VTM, Q2, VITAYA, CAZ, VTMkzoom, KADET, DISNEY CHANNEL, NICKELODEON, NICK JR.	1 Slingshot HD file (NL)
	DISNEY CHANNEL, NICKELODEON	1 Slingshot HD file (FR)
Transfer	VICELAND – SPIKE – MTV – NATIONAL GEOGRAPHIC – HISTORY – FOX - CARTOON NETWORK – ECLIPS TV - XITE – DOBBIT TV – STUDIO100 TV – COMEDY CENTRAL - MENT TV – KANAAL Z - PLATTELANDS TV	1 Slingshot HD file (NL)
	BX1 – CANAL Z – 13ieme RUE – CARTOON NETWORK – DOBBIT TV – NATIONAL GEOGRAPHIC – MTV – STUDIO 100 TV - VICELAND	1 Slingshot HD file (FR)
Teles Locales	ANTENNE CENTRE TELEVISION – CANAL C – CANALZOOM – MATELE – NOTELE – RTC – TELE MB – TELE SAMBRE – TVCOM – TV LUX - VEDIA	1 Slingshot HD file (FR)
Brightfish	More than 400 screens in Belgium	1 Slingshot HD file (NL) + 1 Slingshot HD file (FR)

## IMAGE FORMAT FOR ALL CHANNELS

**Image size** : 1920 x 1080 pixels.  
**Frame rate** : 25 frames per second in progressive mode or 50 frames per second in interlaced mode, upperfield first.  
**Aspect ratio** : 16 : 9 anamorphic.

The codec used to record the HD masterfile will be selected in agreement with your Slingshot partner (see: list of postproduction houses).

## AUDIO FORMAT FOR ALL CHANNELS

Audio level up to -23 LUFS based on EBU - R128 recommandation.  
 Spots without audio will be rejected.

**Sampling rate** : 48 khz  
**Bit depth** : 16 bits  
**Channels** : stéréo  
**Phase** : the phase has to be correct on more than 50% of the spot length.  
**Programme Loudness** : subjective audio level integrated on 2 periods of time.  
 Momentary : M (floating window of 0,4 sec): maximum -15 LUFS.  
 Integrated : I (entire program): maximum -23 LUFS.  
**Loudness Range** : subjective audio level variation -> free.  
**Maximum True Peak Level** : technical level electrical -> maximum -1 dbTP.

## MORE INFO

- EBU – Recommendation R 128** : Loudness normalisation and permitted maximum level of audio signals.
- EBU – TECH 3341** : Loudness Metering: ‘EBU Mode’ metering to supplement loudness normalisation in accordance with EBU R 128.
- EBU – TECH 3342** : Loudness Range: A descriptor to supplement loudness normalisation in accordance with EBU R 128.
- EBU – TECH 3343** : Practical guidelines for Production and Implementation in accordance with EBU R 128.

Website Slingshot, click [HERE](#)