



## Specification

### GUIDELINES

- Remember not to use existing print ads or television commercials. They must be adapted or redesigned.
- The media must be developed specifically for portrait format that has aspect ratio of 9:16.
- The City of Stockholm has required limitations on how much animation a digital ad may have at one time. This means that we are prevented from publishing digital content in the form of commercials and movie trailers that can cause a distraction.

### TIPS

- Keep the logo visible at all times to ensure the message.
- Keep the message simple, clear and direct.
- Eye contact evokes emotions and captures attention.
- Strong contrasts are best seen, especially in dark seasons.
- Signal colors, especially yellow, catches the eye best in outdoor environments.



**Slot length: 5 or 10 seconds**  
(check purchased slot time)



**Resolution: 1080 x 1920**



**Orientation: Portrait**



**Format: mp4, jpg, png**  
**Codec: h.264**  
**Bit rate: Max 8000 Kbps**  
**Frame rate: Max 25 fps**



**File size: Up to 30MB**





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### CONTENT SUBMISSION

#### When?

Final draft must be submitted within 5 working days prior to the campaign launch date. For further information concerning your submitted material contact: [seonline@jcdecaux.com](mailto:seonline@jcdecaux.com)

#### How? - Alt 1

Digital material sent to: [seonline@jcdecaux.com](mailto:seonline@jcdecaux.com)

The following information must be provided in the subject line:

Booking number:

Advertiser:

Campaign period / Week:

#### How? - Alt 2

We accept larger files via [www.wetransfer.com](http://www.wetransfer.com), [www.sprend.se](http://www.sprend.se) or from your own ftp server. Send a link to [seonline@jcdecaux.com](mailto:seonline@jcdecaux.com)

### TEST RUN YOUR DIGITAL ARTWORK

We offer you a free test run of your digital artwork. Contact us if you are interested. NOTE! This applies to bookings for Digisize National or Stockholm.

### CONTACT

Other issues concerning Digisize content please contact us below: [seonline@jcdecaux.com](mailto:seonline@jcdecaux.com)