



#### GUIDELINES

- Do not use print ads or existing TV commercials. They need to be adapted or redesigned.
- Moving content must be specially developed for horizontal format with an aspect ratio of 3:1..

#### 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.

## Specification



#### Metrovision Video Material

**Ad Length:** 5 or 10 sec

(check against purchased media space)



**Resolution:** 2520 x 840 px



**Orientation:** Horisontellt



**Format:** mp4, jpg, png

**Codec:** h.264

**Bit rate:** Max 8000 Kbps

**Frame rate:** Max 25 fps



**File size:** Up to 30MB



## Specification

### LEVERANSINFORMATION

#### 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.spread.se](http://www.spread.se) or from your own ftp server.

### 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)