



## Specification

### 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 9:16.

### 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.



**Metrovision Video Material**  
**Ad Length: 5 - 10 sec**



**Resolution: 1080 x 1920 px**



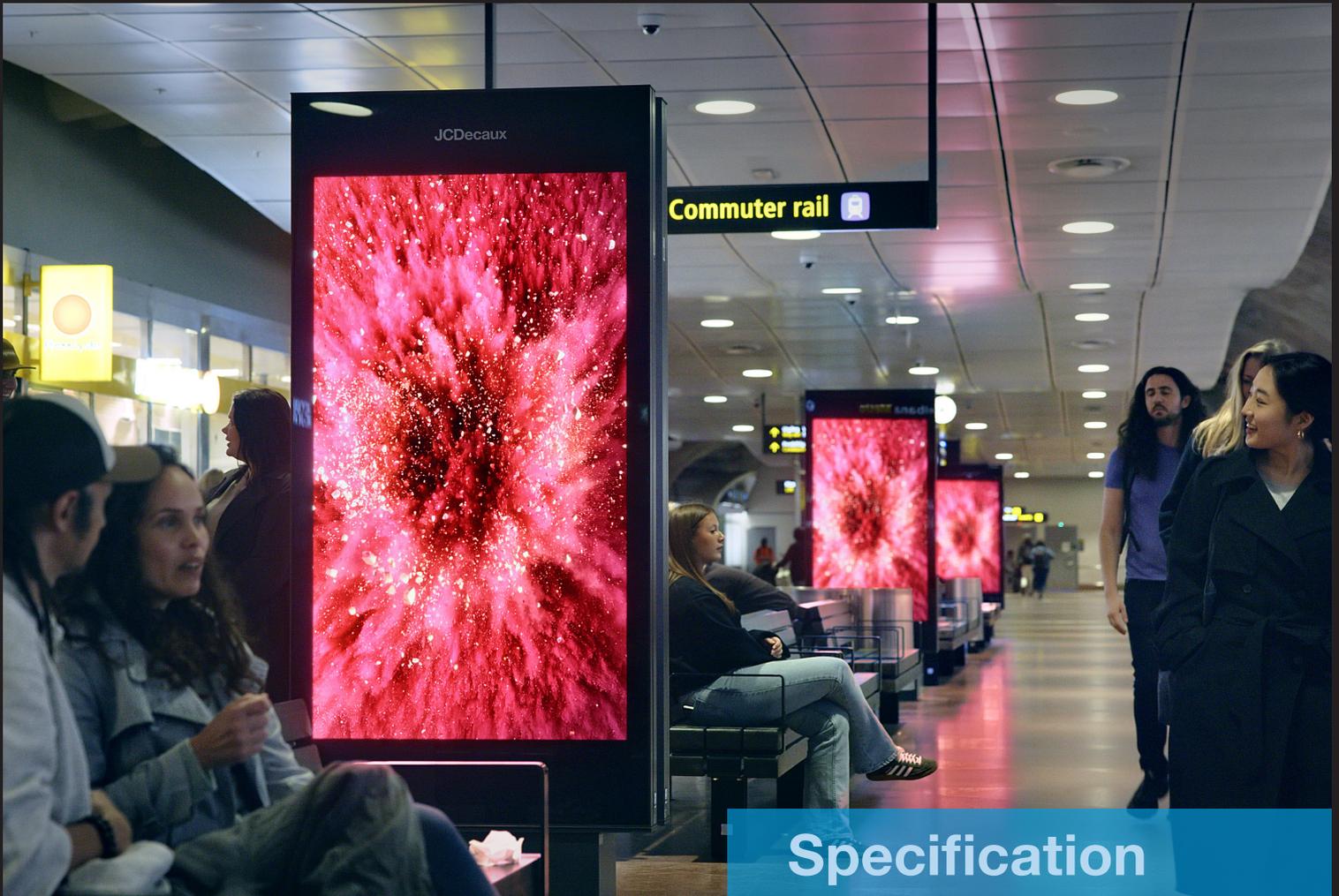
**Orientation: Horizontal**



**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 3 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.

### TEST RUN YOUR DIGITAL ARTWORK

We offer you a free test run of your digital artwork. Contact us if you are interested.

### CONTACT

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