



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 portrait 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.



Metro Escalator Video Material
Ad Length: 5 or 10 sec



Resolution: 1080 x 1920 px



Orientation: Portrait



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



File Size: Up to 30MB



Specification

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

How? - Alt 1

Digital material sent to: 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, 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:
Epost: seonline@jcdecaux.com