



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.

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 Supersize Video Material
Ad length: 5 eller 10 sec



Stockholm City,
T-Centralen curved & Odenplan

Resolution: 2880 x 648 px (page 3)
Aspect ratio 40:9

Östermalmstorg Curved

Resolution: 3968 x 864 px (on page 3)
Aspect ratio 124:27



Orientation: Horizontal



Format: mp4, jpg, png
Codec: h.264

Bit rate: Max 20 000 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

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 2v

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:

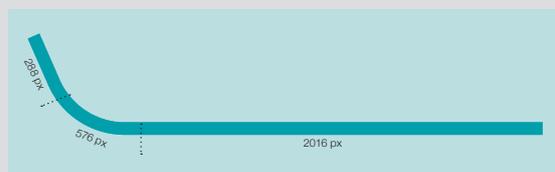
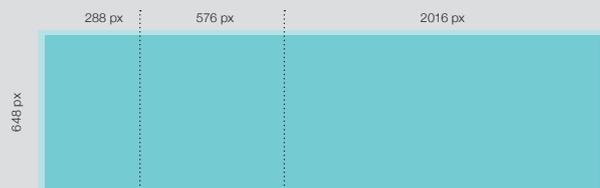
Email: seonline@jcdecaux.com



SPECIFICATION CURVED

T-Centralen Curved

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