



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 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.



MetroVision Video Material
Ad Length: 10 sec



Resolution: 2520 x 840 px



Orientation: Horizontal



Format: mp4, jpg, png
Codec: h.264
Bit rate: Max 8000 Kbps
Frame rate: Max 60 fps



File size: Up to 30MB



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 16:9.

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 Impact Digital Video Material
Ad Length: 10 sec



Resolution: 1920 x 1080 px



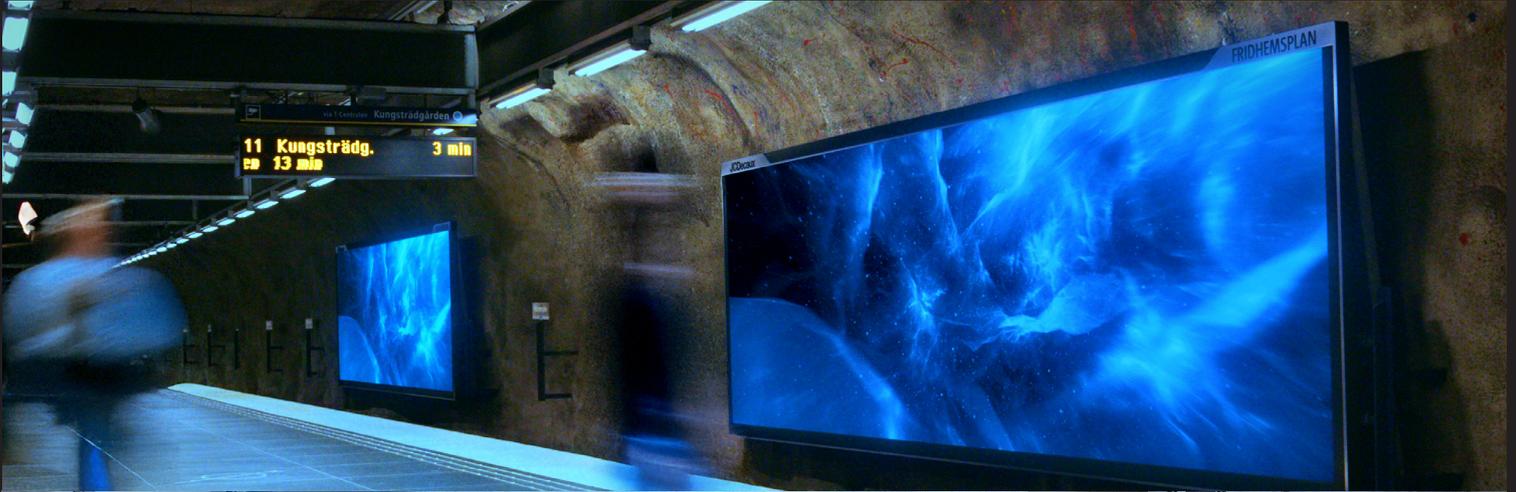
Orientation: Horizontal



Format: mp4, jpg, png
Codec: h.264
Bit rate: Max 8000 Kbps
Frame rate: Max 60 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 uploaded to:
<https://upload.jcdecaux.se/>

Log in:

Username: customer

Password: upload

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. NOTE! This applies to bookings for Digisize National or Stockholm.

CONTACT

Other issues concerning content please contact us below:
seonline@jcdecaux.com