



## 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](mailto:seonline@jcdecaux.com)

#### How? - Alt 1

Digital material sent to:  
<https://upload.jcdecaux.se/>

Login to Upload  
User id: customer  
Password: upload

#### How? - Alt 2v

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)

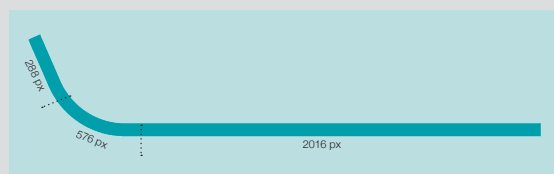


## SPECIFICATION CURVED

### T-Centralen Curved

Resolution: 2880 x 648 px

Aspect ratio 40:9



### Östermalmstorg Curved

Resolution: 3968 x 864 px

Aspect ratio 124:27

