



Specification

GUIDELINES

- Remember not to use existing print ads or television commercials. They must be adapted or redesigned.
- The media must be developed specifically for portrait format that has aspect ratio of 9:16.
- The City of Stockholm has required limitations on how much animation a digital ad may have at one time. This means that we are prevented from publishing digital content in the form of commercials and movie trailers that can cause a distraction.
- Strictly follow the specified guidelines for **both bitrate and frame rate**.

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, especially in dark seasons.
- Signal colors, especially yellow, catches the eye best in outdoor environments.



Slot length: 5 or 10 seconds
(check purchased slot time)



Resolution: 1080 x 1920



Orientation: Portrait



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 5 working days prior to the campaign launch date. For further information concerning your submitted material contact: seonline@jcdecaux.com

How?

Upload digital material to: <https://upload.jcdecaux.se/>

Login credentials for Upload

Username: customer

Password: upload

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 Digisize content please contact us below:
seonline@jcdecaux.com