



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.
- Remember to carefully follow the given specifications for both **bitrate and frame rate**.

SPECIFIC MOTIF DISTRIBUTION

- In case of a **specific motif distribution**, please contact us as soon as possible at seonline@jcdecaux.com as we need the complete documentation/materials **no later than 10 working days before the start of the campaign**.

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: 5 or 10 sec



Resolution: 1920 x 1080 px



Orientation: Horizontal



Format: mp4, jpg, png
Codec: h.264
Bit rate: Max 8000 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?

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

Log in:

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.

CONTACT

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