JCDecaux

ARTWORK SPECIFICATIONS
METRO SUPERSIZE DIGITAL

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.
- You must make sure to closely follow the given specifications 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.

Metro Supersize Video Material
Ad length: 5 or 10 sec

Stockholm City & Odenplan
Resolution: 2880 x 648 px (page 3)
Aspect ratio 40:9

T-Centralen Curved
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
Bitrate: Max 20 000 Kbps
Frame rate: Max 25 fps

File size: Up to 30MB

Power of Supersize

08-474 83 00 — INFO@JCDECAUX.COM — WWW.JCDECAUX.SE

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CONTENT SUBMISSION

When?
Final draft must be submitted within 3 working days prior to the campaign launch date. For further infomation concerning your submitted material contact: seonline@jcdecaux.com

How?
Digital material sent to:
https://upload.jcdecaux.se/

Login to Upload
User id: 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

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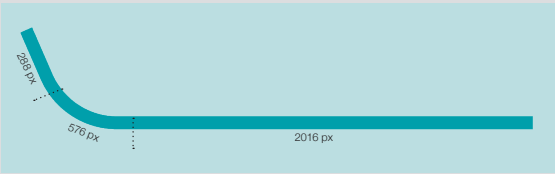
SPECIFICATION

Stockholm City
Resolution: 2880 x 648 px
Aspect ratio 40:9

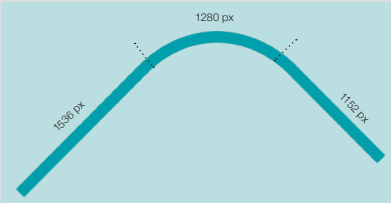
Odenplan
Resolution: 2880 x 648 px
Aspect ratio 40:9

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



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