



## 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**.

### SPECIFIC MOTIF DISTRIBUTION

- In case of a **specific motif distribution**, please contact us as soon as possible at [seonline@jcdecaux.com](mailto: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 Supersize Video Material**  
Ad length: 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**



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### CONTENT SUBMISSION

#### When?

Final draft must be submitted within 3 working days prior to the campaign launch date. For further information concerning your submitted material contact: [seonline@jcdecaux.com](mailto:seonline@jcdecaux.com)

#### How?

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

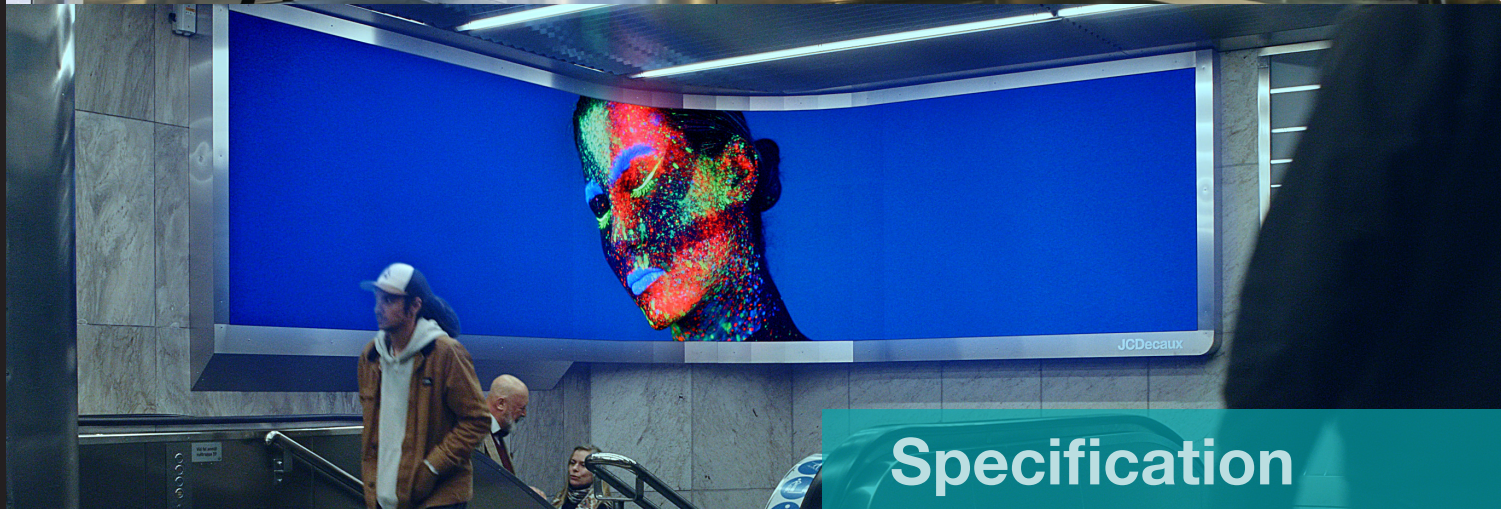
Login to Upload  
User id: customer  
Password: upload

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



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### SPECIFICATION

#### Stockholm City

Resolution: 2880 x 648 px  
Aspect ratio 40:9



#### Odenplan

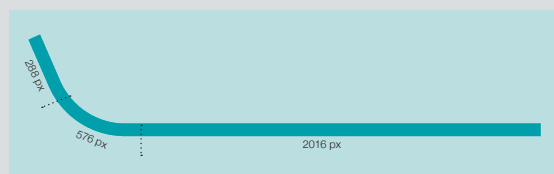
Resolution: 2880 x 648 px  
Aspect ratio 40:9



### 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

