



## 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 3:1.

### 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.



**MetroVision Video Material**  
**Ad Length: 10 sec**



**Resolution: 2520 x 840 px**



**Orientation: Horizontal**



**Format: mp4, jpg, png**  
**Codec: h.264**  
**Bit rate: Max 8000 Kbps**  
**Frame rate: Max 60 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?

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. NOTE! This applies to bookings for Digisize National or Stockholm.

### CONTACT

Other issues concerning content please contact us below:  
[seonline@jcdecaux.com](mailto:seonline@jcdecaux.com)