



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 11:3.

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.



Supersize Ad Length: 15 min



Haga Norra, Solna
 Resolution: 1408 x 384 px
 Aspect ratio: 11:3
Barkarby, Järfälla
 Resolution: 1408 x 384 px
 Aspect ratio: 11:3



Orientation: Horizontal



File format: jpg, png



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 content please contact us below:
seonline@jcdecaux.com