



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 portrait format with an aspect ratio of 9:16.

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 Escalator Digital
Static material**



Resolution: 1080 x 1920 px



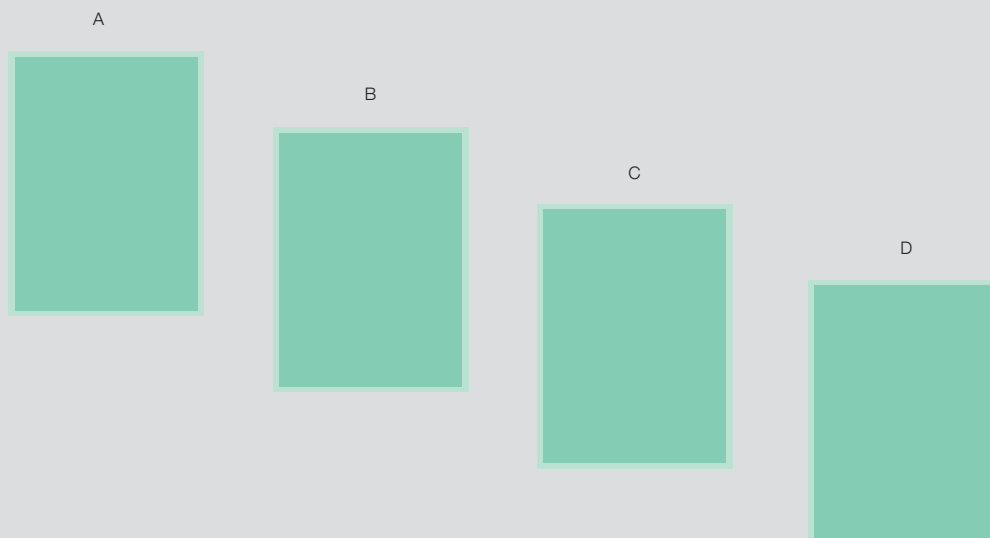
Orientation: Portrait



Format: jpg, png



File size: Up to 30MB



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SPECIFIC MOTIF DISTRIBUTION GUIDELINES

- The screens are always named from top to bottom.
- Name the files with the advertiser, week, and any motif/group breakdown as follows:

2-group: A & B

3-groups: A, B, C

4-groups: A, B, C, D

Example: Advertiser_w36_A

The right wall and left wall are always viewed from above. If specific motifs are desired, please label each asset with R (Right) and L (Left) according to the example below:

Example:

Advertiser_w36_R

Advertiser_w36_L



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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