



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 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



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 16:9.

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.



Metro Impact Digital Video Material
Ad Length: 10 sec



Resolution: 1920 x 1080 px



Orientation: Horizontal



Format: mp4, jpg, png
Codec: h.264
Bit rate: Max 8000 Kbps
Frame rate: Max 25 fps



File size: Up to 30MB



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 8:5.

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.



Metro Impact Digital Video Material
Ad Length: 10 sec



Resolution: 1600 x 1000 px



Orientation: Horizontal



Format: mp4, jpg, png
Codec: h.264
Bit rate: Max 8000 Kbps
Frame rate: Max 25 fps



File size: Up to 30MB



Specification

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

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.

HARDINGTEST

All digital advertising with us is safety-checked using the Harding test (PSE). This means your content is technically reviewed for flashes, colours and patterns, ensuring it is safe to display to the public.

CONTACT

Other issues concerning content please contact us below:
seonline@jcdecaux.com