



## 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**



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### LEVERANSINFORMATION

#### 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?

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](mailto:seonline@jcdecaux.com)