JCDecaux

ARTWORK SPECIFICATIONS
METRO ESCALATOR DIGITAL



Specification

CONTENT SUBMISSION

Final draft must be submitted at least 3 working days before campaign start, **or 10 working days in case of screen-specific creative allocation prior to the campaign launch date.**

For further infomation concerning your submitted material contact: seonline@jcdecaux.com

Upload to:
Digital material uploaded to:
https://upload.jcdecaux.se/

Log in:
Username: customer
Password: upload

For specific creative allocation please veiw page 2.

PROGRAMMATIC

All files must be 5 seconds and delivered through the DSP. Please let us know when the file has been uploaded to the DSP so that we can approve it as soon as possible. If you have any questions, please contact: progswe@jcdecaux.com.

Metro Escalator Video Material
Ad Length: 5 or 10 sec

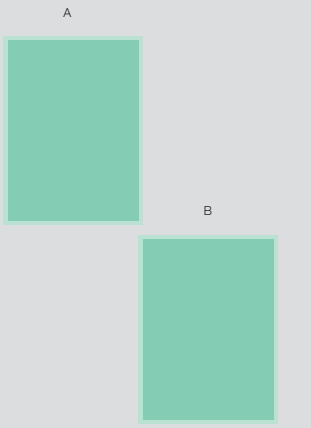
Resolution: 1080 x 1920 px

Orientation: Portrait

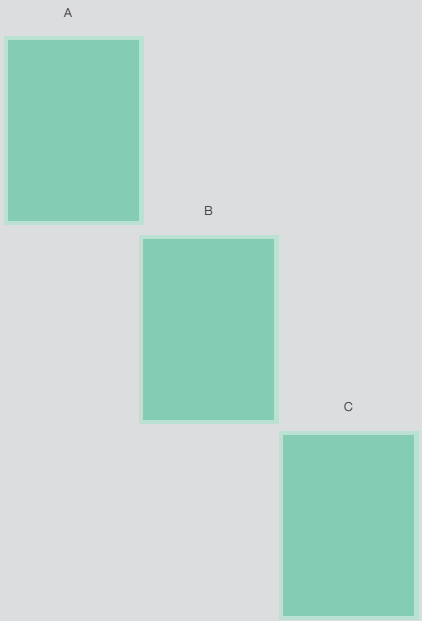
File Format: mp4, jpg, png
Codec: h.264
Bit rate: Max 8000 Kbps
Frame rate: Max 25 fps

File Size: Up to 30MB

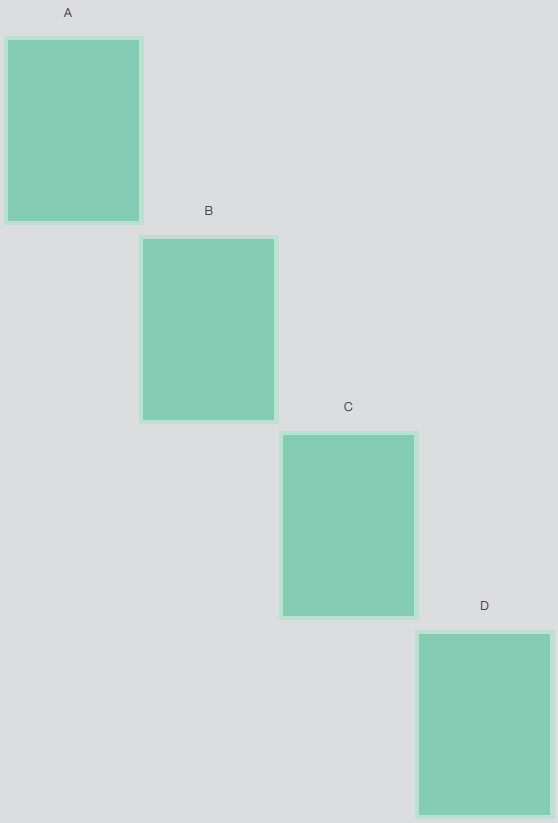
2-GROUP: A & B



3-GROUP: A, B, C



4-GROUP: A, B, C, D



Specification

SPECIFIC CREATIVES ALOCATION GUIDELINES

At specific creative allocation or if you plan to use more than four creatives, please contact us as soon as possible.
We need complete material no later than 10 working days before campaign start.
The screens are always named from top to bottom, regardless of the intended direction of the escalator/stairs.

• The screens are grouped in sets of 2, 3 and 4 according to the illustration above.

• Name the files with advertiser, week and any creative/group split as follows:
2-group: A & B
3-group: A, B, C
4-group: A, B, C, D

Example: Advertiser_w36_A

• Right wall and left wall are always viewed from above. If specific creatives are requested, then label each file with R and L respectively, according to the example below:

Advertiser_w36_A_R
Advertiser_w36_B_L

The grouping schedule must be completed and submitted together with the material or sent to seonline@jcdecaux.com.

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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.

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.

TEST RUN YOUR DIGITAL ARTWORK

We offer you a free test run of your digital artwork. Contact us if you are interested.

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:
Email: seonline@jcdecaux.com

Power of Metro Escalator