

GUIDELINES

- Remember not to use existing print ads or television commercials. They must be adapted or redesigned.
- The media must be developed specifically for portrait format that has aspect ratio of 9:16.
- The City of Stockholm has required limitations on how much animation a digital ad may have at one time. This means that we are prevented from publishing digital content in the form of full motion commercials.
- When delivering material for Digisize campaign make sure to **include the static material.**



VIDEO
TECHNICAL SPECIFICATION



Slot length: 5 or 10 sec
(check purchased slot time)



Resolution: 1080 x 1920



Orientation: Portrait



Upon delivery, the material must be rotated -90° degrees counterclockwise



Format: .MP4 .MOV
Codec: h.264
Bit rate: Max 26 Mbps
Frame rate: 25 fps



File size: Up to 30MB

HTML5/STATIC
TECHNICAL SPECIFICATION



Slot length: 5 or 10 sec
(check purchased slot time)



Resolution: 1080 x 1920



Orientation: Portrait



Upon delivery, the material must be rotated -90° degrees counterclockwise



Format: JPEG, PNG

Regarding HTML content make inquiries to:

Email: seonline@jcdecaux.com

FINALLY: ROTATE THE MATERIAL



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? - Option 1

Digital material sent to:
seonline@jcdecaux.com

Option 2

We accept larger files via www.wetransfer.com,
www.spread.se or from your own ftp server.
Send a link to seonline@jcdecaux.com

The following information must be provided
in the subject line:

Booking number:

Advertiser:

Campaign period / Week:

CONTACT

Other issues concerning Digisize content please contact us below:

Email: seonline@jcdecaux.com