

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.



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



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