







TECHNICAL SPECIFICATION


Digital static content

 Slot length: 15 min

 Resolution: 1408 × 384

 Orientation: Horizontal

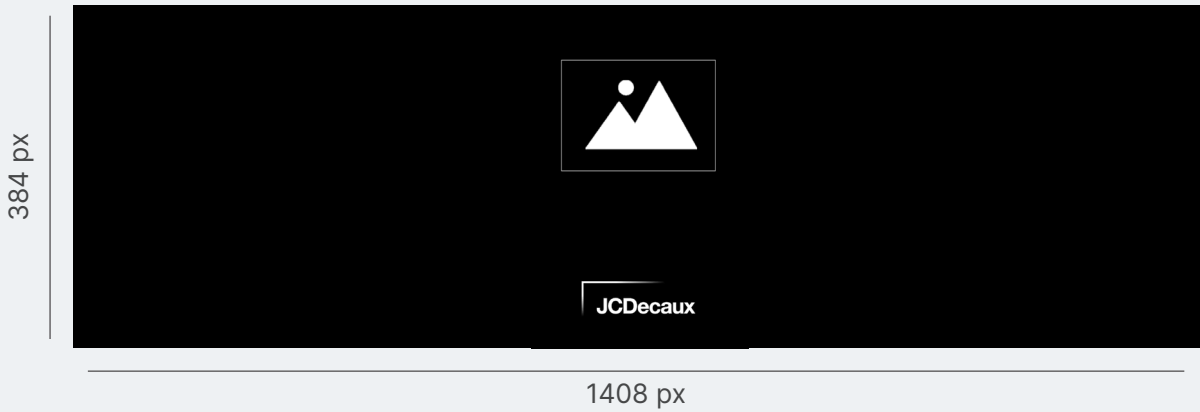
 Format: .JPEG .PNG

 File size: Up to 30MB

BEST PRACTICE

- You have between two and three seconds to convey a message on an outdoor hoarding since the recipient is often moving past the sign. There are also a lot of other things going on in the outdoor environment, which means that messages that are too complicated are difficult to take in. Keep it simple.
- If the content includes a person or an animal, we have observed that it is extremely effective if you make eye contact with a person or animal in the picture. Eye contact affects you and is therefore positive in an advertising context in order to increase observation and engagement.
- Use clear contrasts – that makes the message easier to understand. But it is not just contrasts in the content itself that are important. Also think about the time of year when the campaign will be run. If it is in November - Februari, then it is particularly important to use strong, clear colours as a contrast to the environment around the advertising signs.

SPECIFICATIONS



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

The following information must be provided in the subject line:

- Booking number:
- Advertiser:
- Campaign period / Week:

How? - Option 2

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

Contact

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