DigiTallinn – Digistreet   Digital

Resolution: 1080x1920px
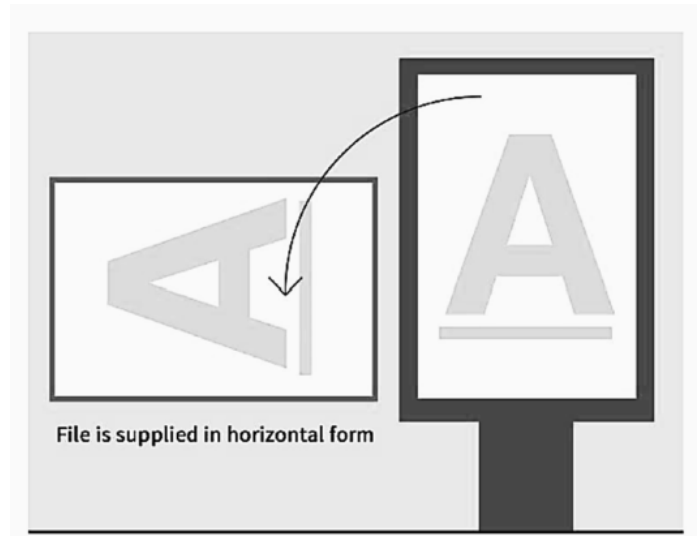
Aspect ratio: 16:9

Format: JPEG;MP4

Colors: RGB

Digital poster: 10 seconds, 10 MB max

Deadline: 7 calendar days before the
campaign starts
PDF, Flash, or GIF formats are not supported
Digital poster must be sent horizontally
(-90°, shown in the example)

File is supplied in horizontal form

Digital poster

An animated 10 second digital poster.

The file must be marked as follows (do not use
lettorswith dots).

(wk1_JCDecaux_monday_1920x1080_v1.mp4)
Calender week_Client_comment_size_version.format

Locations on map

https://geo.jcdecaux.ee/et/packages/digistreet

Sending the materials

1) WeTransfer or another similar medium
Upload the materials to WeTransfer/another medium
and send them to a JCDecaux contact or to the
address digital@jcdecaux.ee **7 calendar days before
the campaign**

2) Files under 10MB can be sent by e-mail
to the JCDecaux contact

Design rules

- **The digital poster cannot disturb traffic in any way.**
- Digital posters **cannot contain background switches** with a high contrast or gamma ratio.
- All moving elements should be **slow and smooth**, use smooth transition techniques such as
- crossfade or similar.
- Do not add transitions to the beginning and end of the digital poster, JCDecaux adds crossfade between advertisers automatically
- The whole design or its elements cannot be in a constant and fast-moving state.

Sample designs can be found at: www.jcdecaux.ee/digiplakat

DigiTallinn - DigiCity   Digital

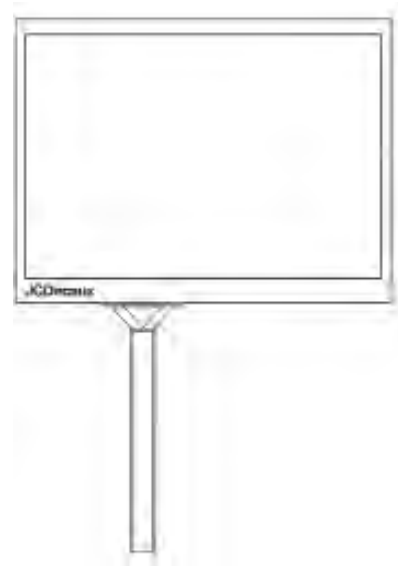Resolution: 1500x1000px

Aspect ratio 3:2

Format JPEG; MP4

Colors: S-RGB; 8bit/channel

Digital poster: 10 seconds, 10 MB max

Deadline: 7 days before the campaign starts

PDF, Flash, or GIF formats are not supported

Digital poster

An animated 10 second digital poster.

The file must be marked as follows (do not use letters with dots).

(wk1_JCDecaux_monday_1500x1000_v1.mp4)
Calender week_Client_comment_size_version.format

Locations on map

https://geo.jcdecaux.ee/et/packages/digicity

Sending the materials

1) WeTransfer or another similar medium
Upload the materials to WeTransfer/another medium and send them to a JCDecaux contact or to the address digital@jcdecaux.ee **7 calendar days before the campaign**

2) Files under 10MB can be sent by e-mail
to the JCDecaux contact

Design rules

- **The digital poster cannot disturb traffic in any way.**
- Digital posters **cannot contain background switches** with a high contrast or gamma ratio.
- All moving elements should be **slow and smooth**, use smooth transition techniques such as
- crossfade or similar.
- Do not add transitions to the beginning and end of the digital poster, JCDecaux adds crossfade between advertisers automatically
- The whole design or its elements cannot be in a constant and fast-moving state.

Sample designs can be found at: www.jcdecaux.ee/digiplakat

DigiTallinn - DigiRoad   Digital
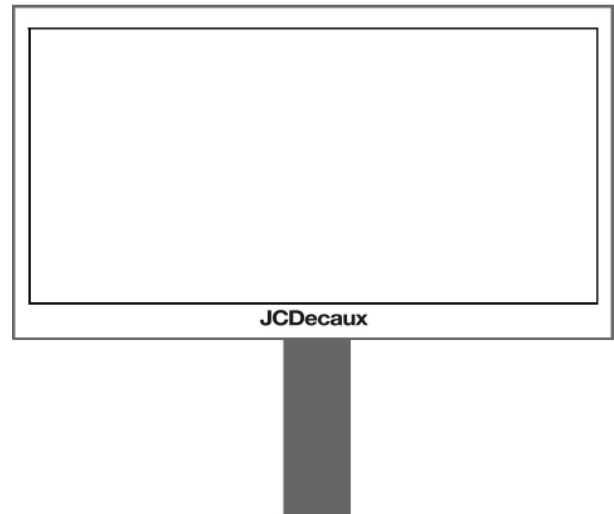
Resolution: 2000x1000px

Aspect ratio 2:1

Format JPEG; MP4

Colors: S-RGB; 8bit/channel Digital
poster: 10 seconds, 10 MB max

Deadline: 7 days before the campaign starts
PDF, Flash, or GIF formats are not supported

Digital poster

An animated 10 second digital poster.

The file must be marked as follows (do not use letters with dots).

(wk1_JCDecaux_monday_2000x1000_v1.mp4)
Calender week_Client_comment_size_version.format

Locations on map

https://geo.jcdecaux.ee/et/packages/digiroad

Sending the materials

1) WeTransfer or another similar medium
Upload the materials to WeTransfer/another medium and send them to a JCDecaux contact or to the address digital@jcdecaux.ee 7 calendar days before the campaign

2) Files under 10MB can be sent by e-mail
to the JCDecaux contact

Design rules

• **The digital poster cannot disturb traffic in any way.**

• Digital posters **cannot contain background switches** with a high contrast or gamma ratio.

• All moving elements should be **slow and smooth**, use smooth transition techniques such as

• crossfade or similar.

• Do not add transitions to the beginning and end of the digital poster, JCDecaux adds crossfade between advertisers automatically

• The whole design or its elements cannot be in a constant and fast-moving state.

Sample designs can be found at: www.jcdecaux.ee/digiplakat