

Resolution: 900x600px or 450x300px

Aspect ratio 3:2

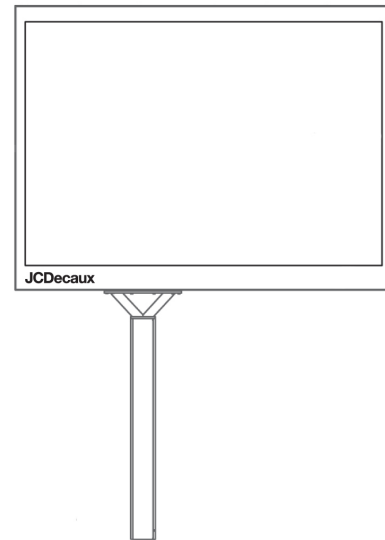
Format JPEG; MP4

Colors: S-RGB; 8bit/channel

Digital poster: 10 seconds, 20 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).

- Calendar_Week_Client_DIGI_size_Number(in case of different DIGIs screen individual files)_Comment.format
- (wk1_JCDecaux_DIGI_450x300_01_monday.mp4)

Locations on map

<http://geo.jcdecaux.ee/et/campaign/bffhcdffi>

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

Sending the materials

1) WeTransfer

Load the materials to WeTransfer and send the link to digital@jcdecaux.ee.

2) FTP server

Open with FTP program Server name: [ftp.jcdecaux.ee](ftp://ftp.jcdecaux.ee)

User: ftp1

Password: Jcd001

Resolution: 1440x720px or 720x360 px

Aspect ratio 2:1

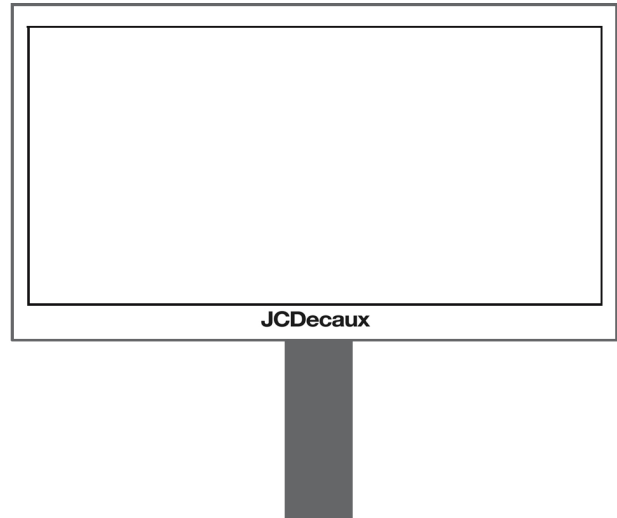
Format JPEG; MP4

Colors: S-RGB; 8bit/channel

Digital poster: 10 seconds, 20 MB
max

Deadline: 7 days before the campaign
starts

PDF, Flash, or GIF formats are not sup-
ported



Digital poster

An animated 10 second digital poster.

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

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- (wk1_JCDecaux_DIGI_450x300_01_monday.mp4)

Locations on map

<http://geo.jcdecaux.ee/et/campaign/bfigcfiei>

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