

Resolution: 900x600px

Aspect ratio 3:2

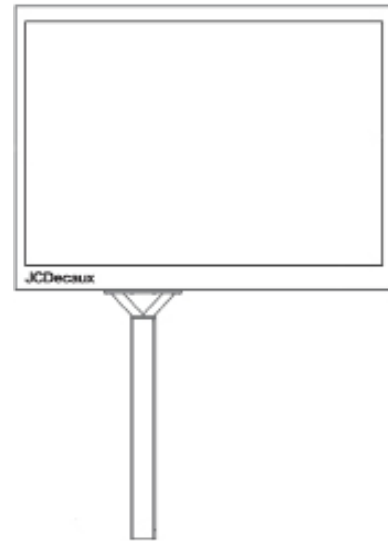
Format JPEG; MP4

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).

(wk1_JCDecaux_monday_900x600_v1.mp4)

Calendar week_Client_comment_size_version.format

Locations on map

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

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

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

Resolution: 1440x720px

Aspect ratio 2:1

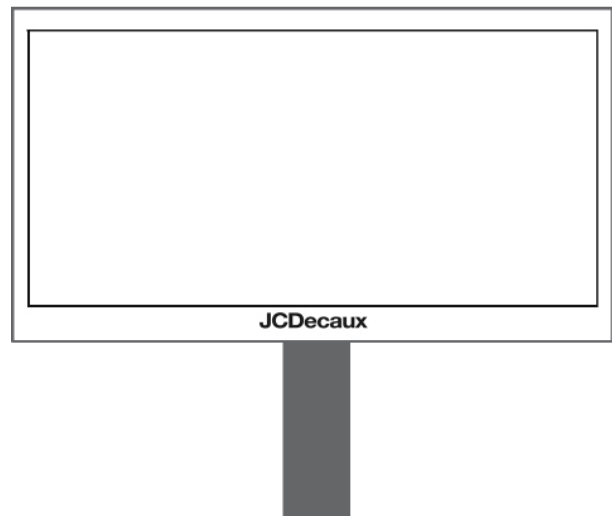
Format JPEG; MP4

Colors: S-RGB; 8bit/channel

Digital poster: 10 seconds, 20 MBmax

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_1440x720_v1.mp4)

Calendar week_Client_comment_size_version.format

Locations on map

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

Sending the materials

1) WeTransfer or another similar medium

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