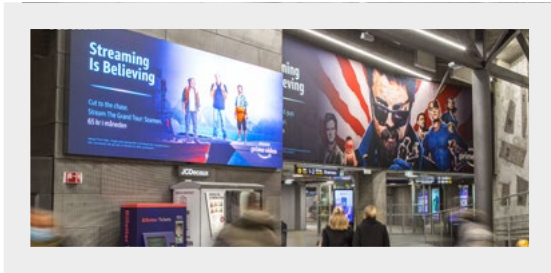


Nationaltheatret

Impact

- digital and static formats



In order to create the correct print files for Station Domination you will need the file "[tsd_rail_nationaltheatret_station_domination_indesign.zip](#)". This file contains 47 InDesign documents that represents each unique surface for the Station Domination. The 47 files are organized and linked into 5 group documents (also InDesign). The group documents are meant for reference only, and all your design should be set up in the linked documents found inside the Links folders.

Document set up

The InDesign documents are set up in scale 1:10 and are proportionally correct. In the documents you will see areas defined as safe, unsafe and offcuts (offcuts are areas which most likely will be cut off).

Safe area/white area

Keep any important information inside these areas to ensure good visibility.

Unsafe area/grey area

These are areas close to the floor or roof, or areas around/behind lights, vents and other elements that can reduce the visibility. Some parts of the unsafe areas can also be cut off when fitting the foil.

Offcuts/red area

The offcut areas will most likely be cut off and not used, although it can happen that some parts of these areas will be visible in order to properly fit the foil with the wall.

The print PDF

Document size: The final PDF print documents are preferably made in scale 1:10.

Resolution: 50 DPI or higher when scaled to life size (500 DPI in a 1:10 document size).

Bleed: 5 mm. Including cropmarks.

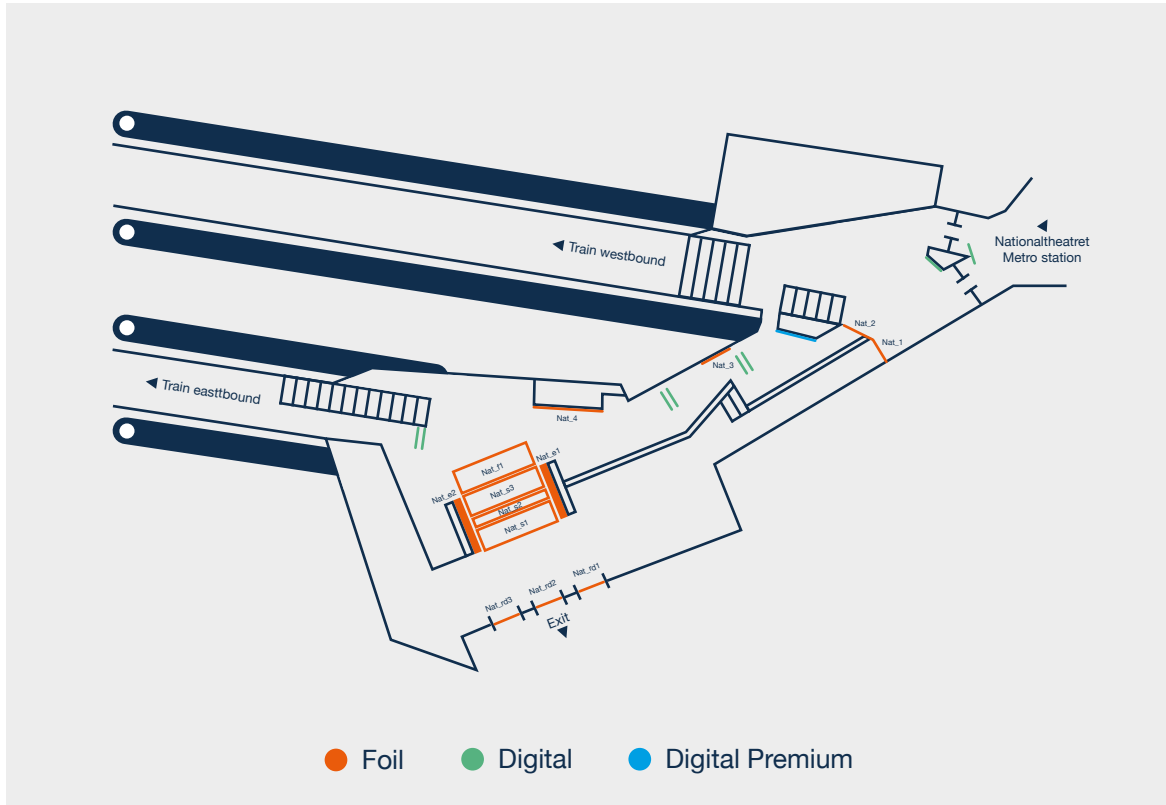
Layers marked "measures", "unsafe area" and "offcuts" should NOT be included in the print documents.

The documents will be printed on SINTEF-approved 3M foil.

Group documents (reference)

Export high resolution PDF files from the group documents in addition to the print PDF files. These PDF files will be used for reference when fitting the foils, and should include the layers with unsafe areas and offcuts.

If the InDesign group documents causes any performance problems because of the linked InDesign documents, you can replace the linked documents with exported PDF files or images.



● Foil ● Digital ● Digital Premium

Billboard formats

- Nat_1: 4900 x 3100 (right) mm
- Nat_2: 6900 x 3100 (left) mm
- Nat_3: 3000 x 5000 mm
- Nat_4: 12200 x 3000 mm

Floor format

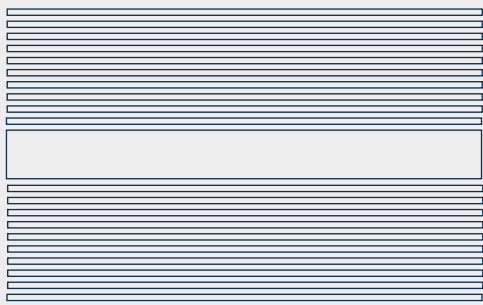
- Nat_f1: 12320 x 4700 mm

Escalator formats

- Nat_e1: see InDesign file
- Nat_e2: see InDesign file

Stairs formats

- Nat_s1: 12690 x 115 mm (10 units)
- Nat_s2: 12690 x 1600 mm
- Nat_s3: 12690 x 115 mm (10 units)



Revolving door 1 formats

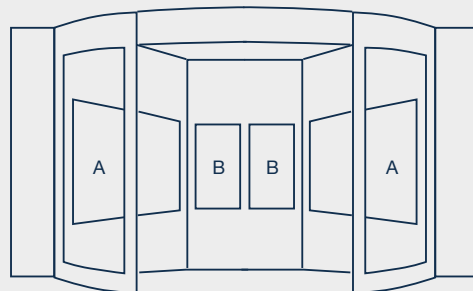
- Nat_rd1_A: 1120 x 670 mm (x6)
- Nat_rd1_B: 560 x 670 mm (x6)

Revolving door 2 formats

- Nat_rd2_A: 1120 x 670 mm (x6)
- Nat_rd2_B: 560 x 670 mm mm (x6)

Revolving door 3 formats

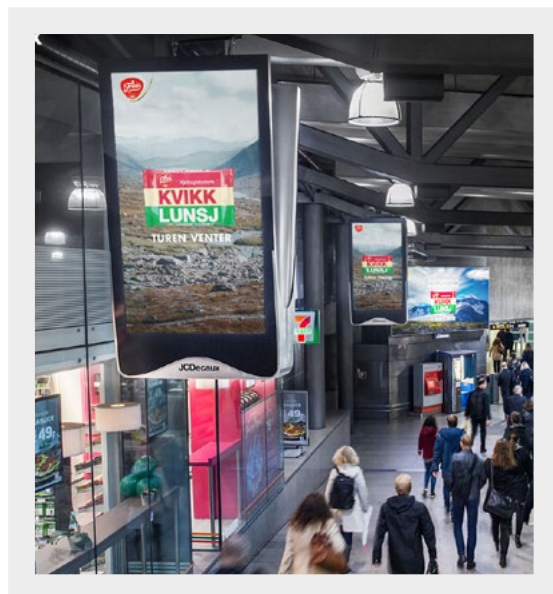
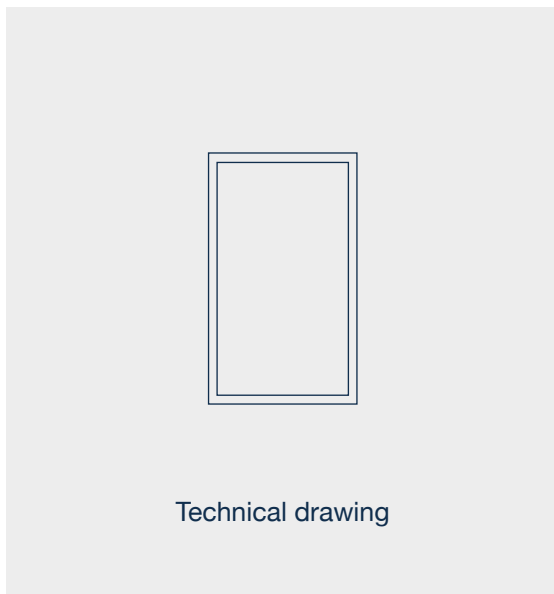
- Nat_rd3_A: 1120 x 670 mm (x6)
- Nat_rd3_B: 560 x 670 mm (x6)



Nationaltheatret

Digital

- standard digital format



Format

1080 x 1920 px

Visible area

Same as format

Settings

Exported as MP4 (with H264 encoding) or JPG

Resolution: 72 ppi

RGB color code

Frame rate: 25 fps

Bit rate: **max 8 mbit/sec**

Material deadline

At least 4 working days before the campaign commences.

Send files to: digitalt@jcdecaux.com

Delivery notes

Files must be delivered rotated -90° counterclockwise and named

[ADVERTISER_YEAR_WEEK_PRODUCT_SEE BELOW](#)

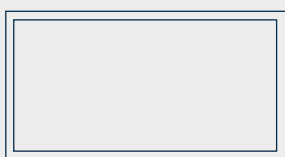
* If only single creative: SINGLE (if more than one single creative SINGLE_A, SINGLE_B and so on)

* E.g: [Elkj p_Coffee_2024_w36_escalator_impact_digital_single_A](#)

Nationaltheatret

Digital Premium

- large digital format



Technical drawing



Format

1728 x 768 px

Visible area

Same as format

Settings

Exported as MP4 (with H264 encoding) or JPG

Resolution: 72 ppi

RGB color code

Frame rate: 25 fps

Bit rate: Max 8 mbit/sec

Material deadline

At least 4 working days before the campaign commences.

Send files to: digitalt@jcdecaux.com

Delivery notes

Files must be named

[RAIL_STATION_ADVERTISER_YEAR_WEEK_PRODUCT](#)

E.g: Nationaltheatret_Elkjøp_Coffee_2024_w36_digital_premium