Oslo S

Entrance Impact

- static and digital formats

Material

Polyester 270g / PVC free foil.

Settings

Document is preferably made in 1:10 or 1:2 (adjust DPI accordingly)
Effective DPI: 100 or higher
CMYK color code
5 mm bleed
Fonts must be vectorized (saved as text contours)

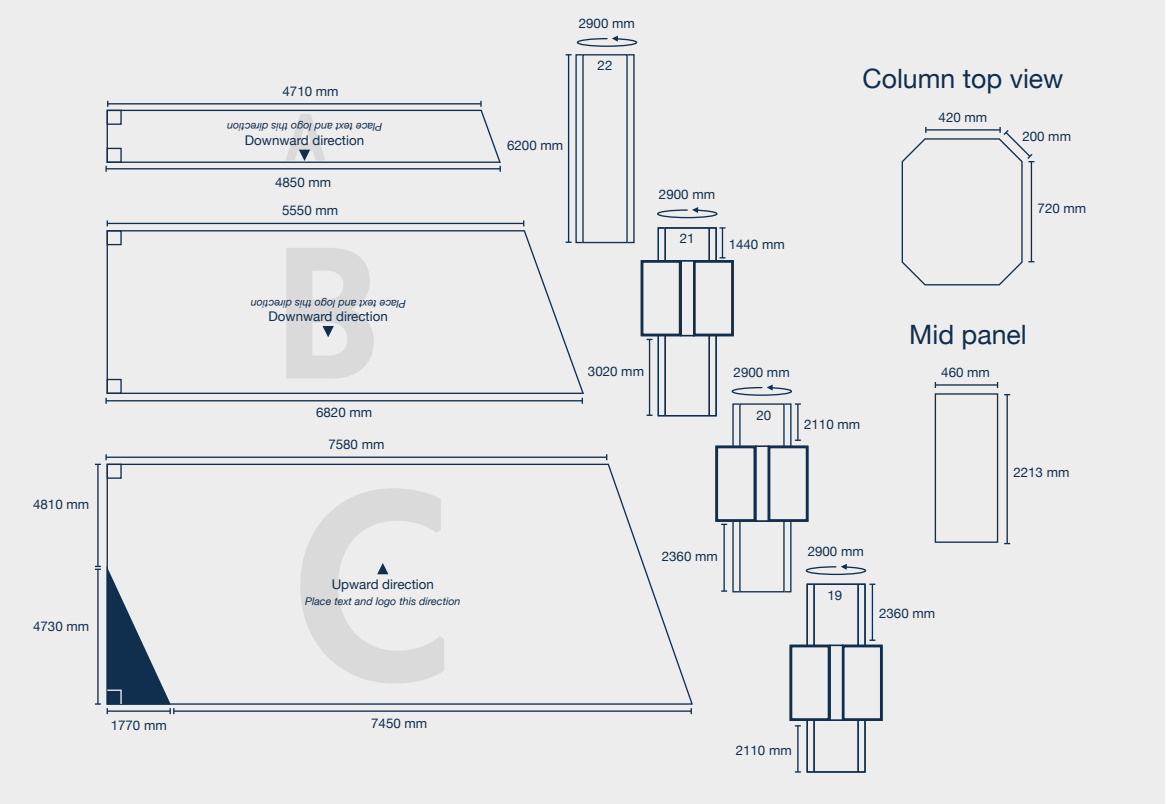
Delivery

Send files to: motiv@jcdecaux.com

Delivery notes

The high-resolution PDF must be named
RAIL_STATION_ADVERTISER_YEAR_WEEK_PRODUCT_FORMAT

E.g: Oslo_S_Elkjøp_Coffee_2024_w36_entrance_impact_4850x8370



Floor formats

Format A: 4850 x 850 mm
Format B: 6820 x 7170 mm
Format C: 9220 x 9540 mm

Download ID files

Column formats

Column 22: 2900 x 6200 mm
Column 21: 2900 x 1440 and 2900 x 3020
Column 20: 2900 x 2110 and 2900 x 2360
Column 19: 2900 x 2360 and 2900 x 2110

Mid panel formats (area between screens)

Mid panel 21: 460 x 2213 mm
Mid panel 20: 460 x 2213 mm
Mid panel 19: 460 x 2213 mm

Visible area

See illustration and InDesign file

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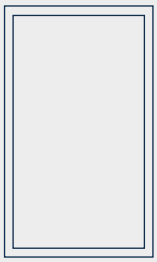
Entrance Impact

- standard digital format



Technical drawing

Format
1080 x 1920 px

Download AE templates

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

Delivery
Send files to: digitalt@jcdecaux.com

Delivery notes
To minimize the risk of screen burn when running campaigns at 100% Share of Time (SOT), motion should be incorporated into all creative elements (including brand logo).

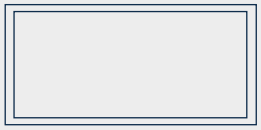
Files must be named
RAIL_STATION_ADVERTISER_YEAR_WEEK_PRODUCT

* E.g: Oslo_S_Elkjøp_Coffee_2024_w36_entrance_impact_digital

Oslo S

Entrance Impact

- digital premium format



Technical drawing

Format
3520 x 1280 px

Download AE templates

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

Delivery
Send files to: digitalt@jcdecaux.com

Delivery notes
To minimize the risk of screen burn when running campaigns at 100% Share of Time (SOT), motion should be incorporated into all creative elements (including brand logo).

Files must be named
RAIL_STATION_ADVERTISER_YEAR_WEEK_PRODUCT

* E.g: Oslo_S_Elkjøp_Coffee_2024_w36_entrance_impact_premium