Oslo S

# Escalator Impact

## - large static formats

### Material

Polyester 210g / 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)

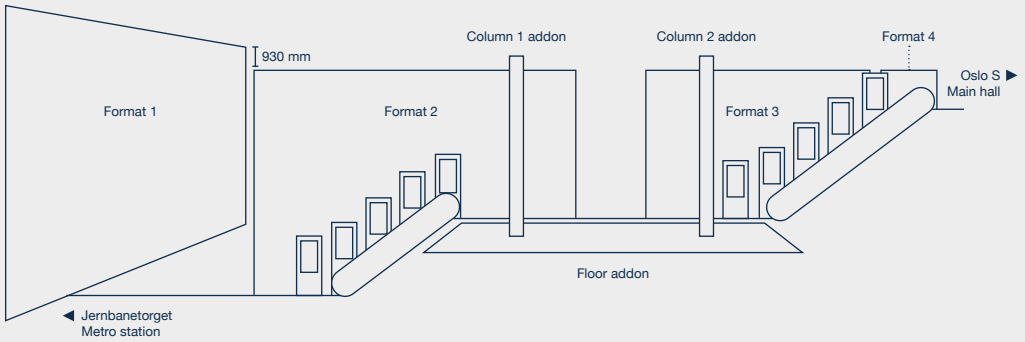
### Delivery

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_11390x7600




Technical drawing

## Wall formats

Format 1: 11300 x 7600 mm
Format 2: 13810 x 10010 mm
Format 3: 11490 x 6600 mm
Format 4: 2600 x 2700 mm

**Download ID files**

## Column formats addon

Column 1: 1605 x 8910 mm
Column 2: 1605 x 8910 mm

## Floor formats addon

Floor Small: 4000 x 14200 mm
Floor Large: 8220 x 14200 mm

## Visible area

See illustration and InDesign file

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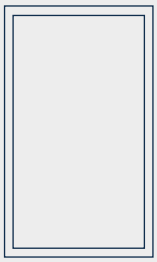
# Escalator Impact

## - standard digital format



Technical drawing

### Format
1080 x 1920 px (5+5 units)

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
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: Elkjøp_Coffee_2024_w36_escalator_impact_digital_single_A