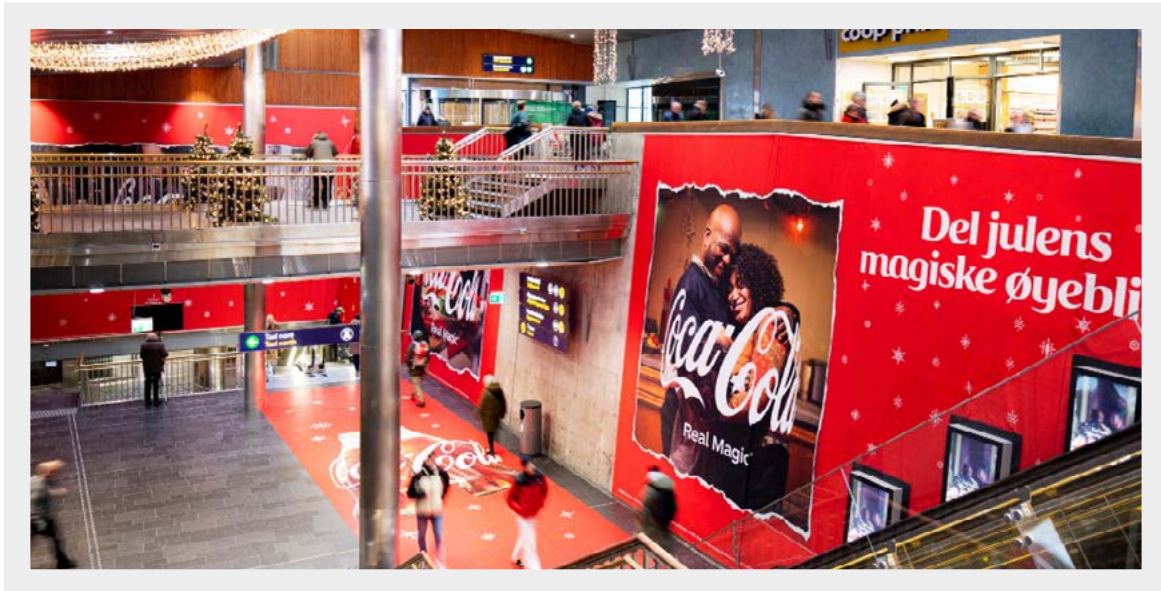


Oslo S

Escalator Impact

- large static formats



Material

SINTEF-approved 3M 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)

Material deadline

At least 9 working days before the campaign commences.

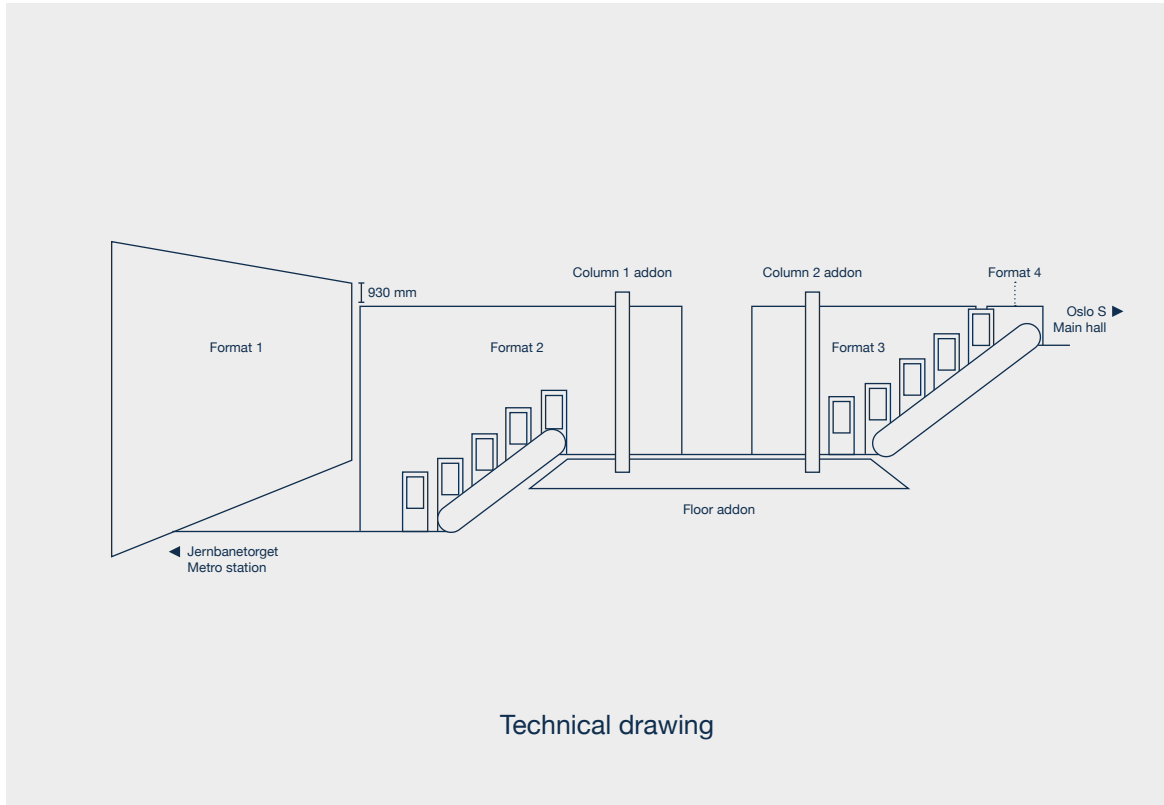
Send files to: motiv@jcdecaux.com

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



Wall formats

Format 1: 11390 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: 1590 x 8910 mm
 Column 2: 1590 x 8910 mm

Floor formats addon

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

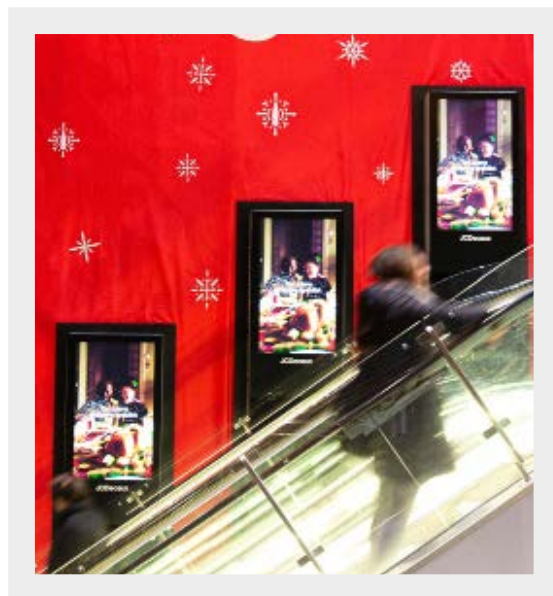
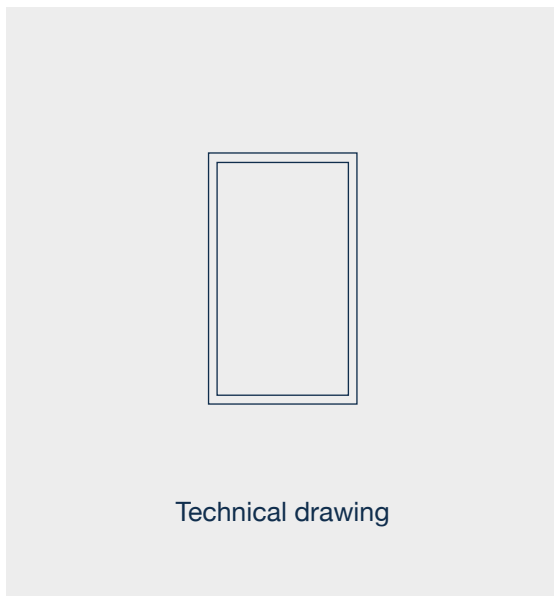
Visible area

See illustration and InDesign file

Oslo S

Escalator Impact

- standard digital format



Format

1080 x 1920 px (5+5 units)

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: [Elkjøp_Coffee_2024_w36_escalator_impact_digital_single_A](#)