

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

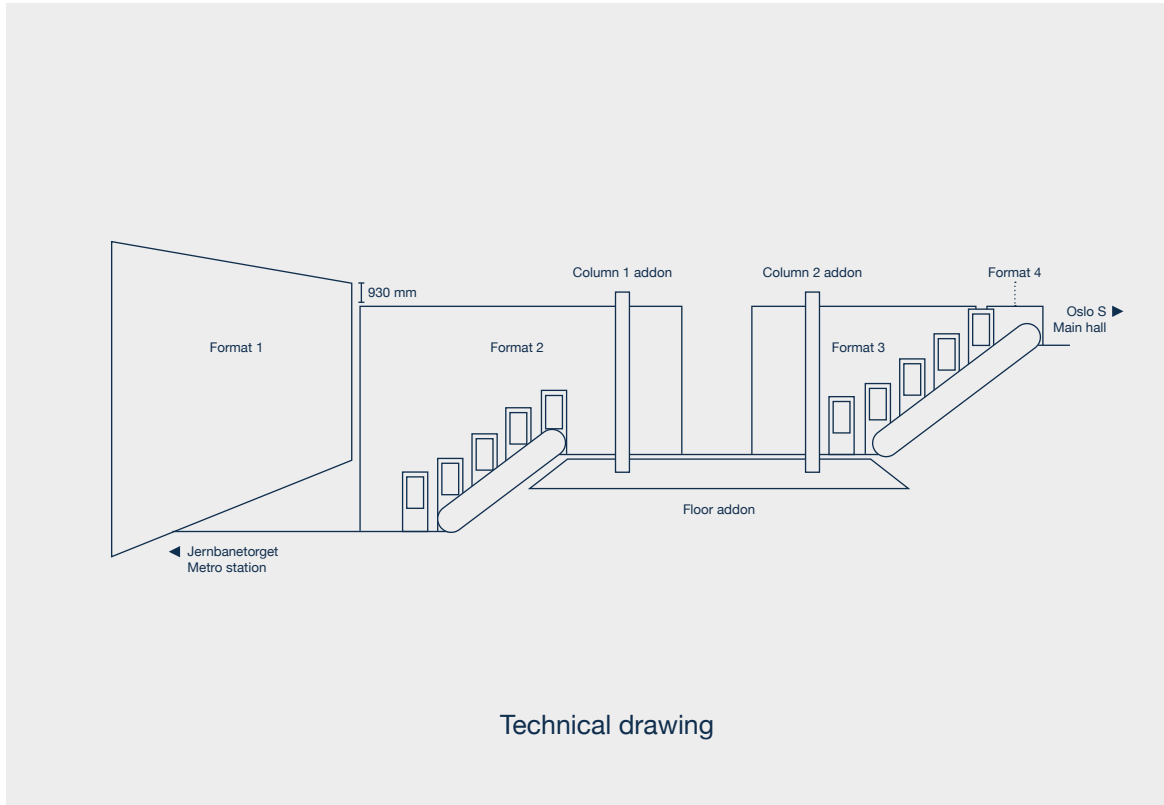
Send files to: [motiv@jcdecaux.com](mailto:motiv@jcdecaux.com)

### 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

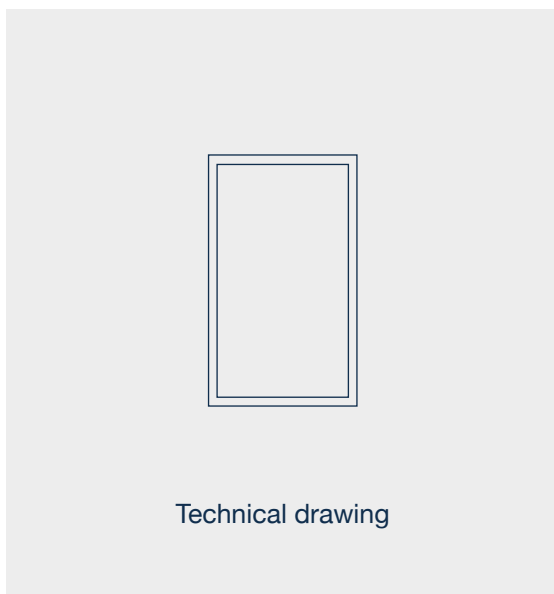
### Visible area

See illustration and InDesign file

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# 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**

### Delivery

Send files to: [digitalt@jcdecaux.com](mailto: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](#)