

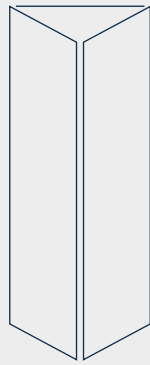
Oslo City

# Domination

- digital and static formats



Technical drawing



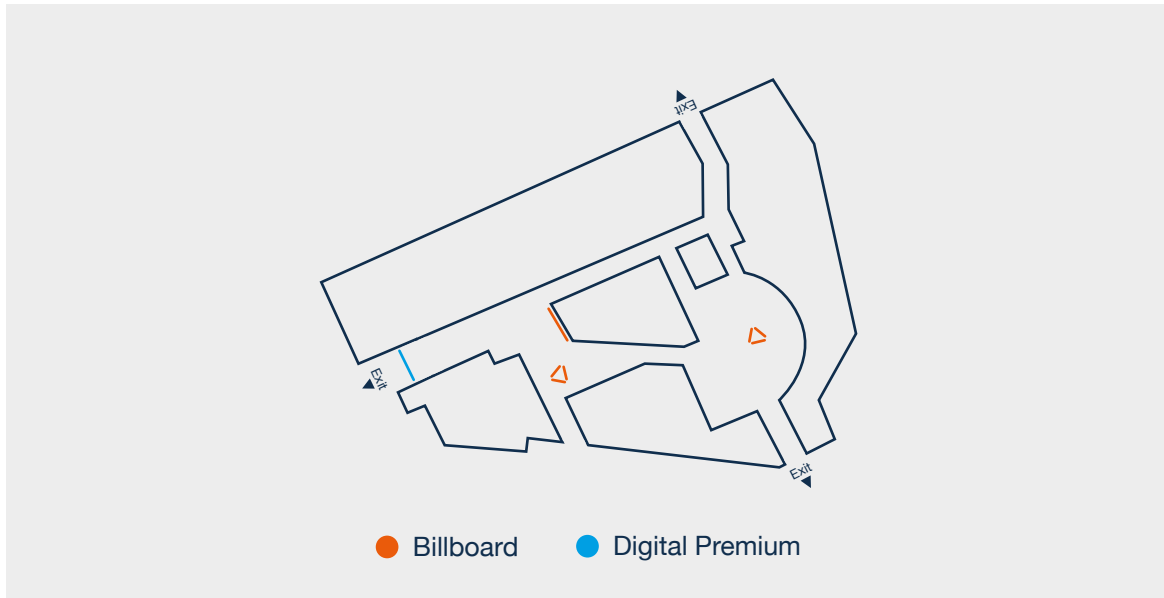
Technical drawing



Oslo City

# Domination

- digital and static formats



## Billboard format

7800 x 9800 mm

[Download ID files](#)

## Triangular billboard format

3000 x 10000 mm x3 (3 sides) x2 (2 units)

## Visible area

Same as format

## Material

Basic display polyester 210g

## Settings

Document is preferably made in 1:2 or 1:10 (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

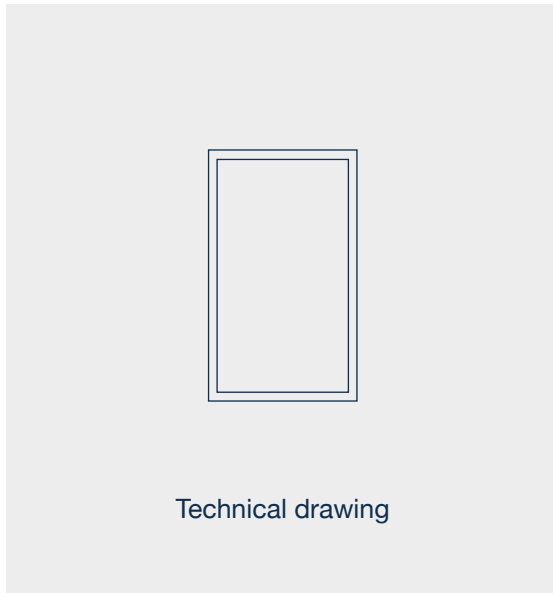
[SHOPPING\\_MALL\\_ADVERTISER\\_YEAR\\_WEEK\\_FORMAT](#)

E.g: Oslo\_City\_Elkjøp\_Coffee\_2024\_w34\_7800x9800

Oslo City

# Domination

- 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**

## Delivery

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

## Delivery notes

Files must be named

[ADVERTISER\\_YEAR\\_WEEK\\_PRODUCT\\_SEE BELOW](#)

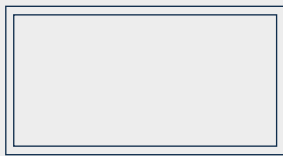
\* If only single creative: SINGLE (if more than one single creative SINGLE\_A, SINGLE\_B and so on)

\* E.g: [Elkj p\\_Coffee\\_2024\\_w36\\_escalator\\_impact\\_digital\\_single\\_A](#)

Oslo City

# Digital Premium

- large digital format



Technical drawing



## Format

1190 x 680 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**

## Delivery

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

## Delivery notes

Files must be named

**SHOPPING\_MALL\_ADVERTISER\_YEAR\_WEEK\_PRODUCT**

E.g: **Oslo\_City\_Elkjøp\_Coffee\_2024\_w36\_digital\_premium**