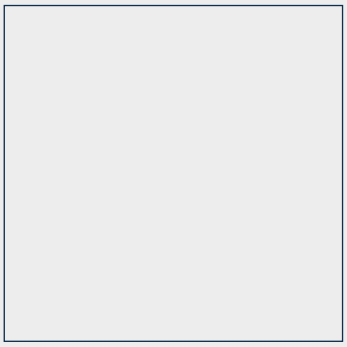
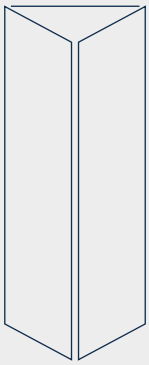
Oslo City

Impact

- digital and static formats



Technical drawing

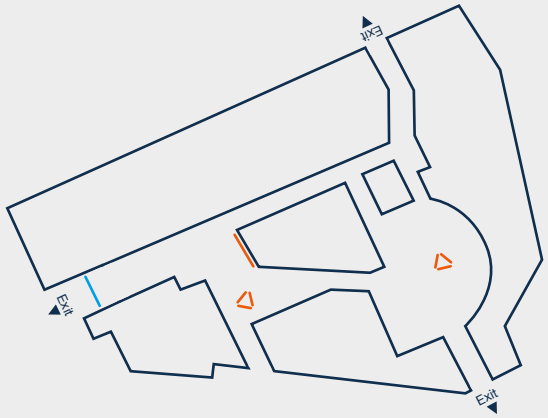


Technical drawing

Oslo City

Impact

- 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

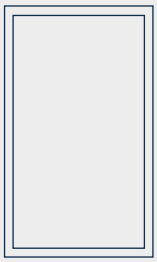
Delivery notes
The high-resolution PDF must be named
SHOPPING_MALL_ADVERTISER_YEAR_WEEK_FORMAT

E.g: Oslo_City_Elkjøp_Coffee_2024_w34_7800x9800

Oslo City

Impact

- standard digital format



Technical drawing

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

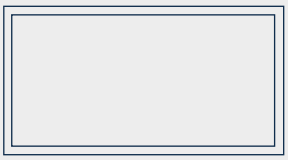
Delivery
Send files to: digitalt@jcdecaux.com

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

Oslo City

Impact
- digital premium 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

Delivery notes
Files must be named
SHOPPING_MALL_ADVERTISER_YEAR_WEEK_PRODUCT

E.g: Oslo_City_Elkjøp_Coffee_2024_w36_digital_premium