

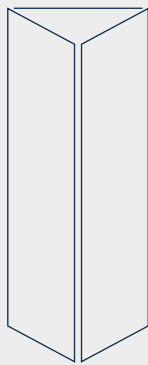
Oslo City

# Impact

- digital and static formats



Technical drawing



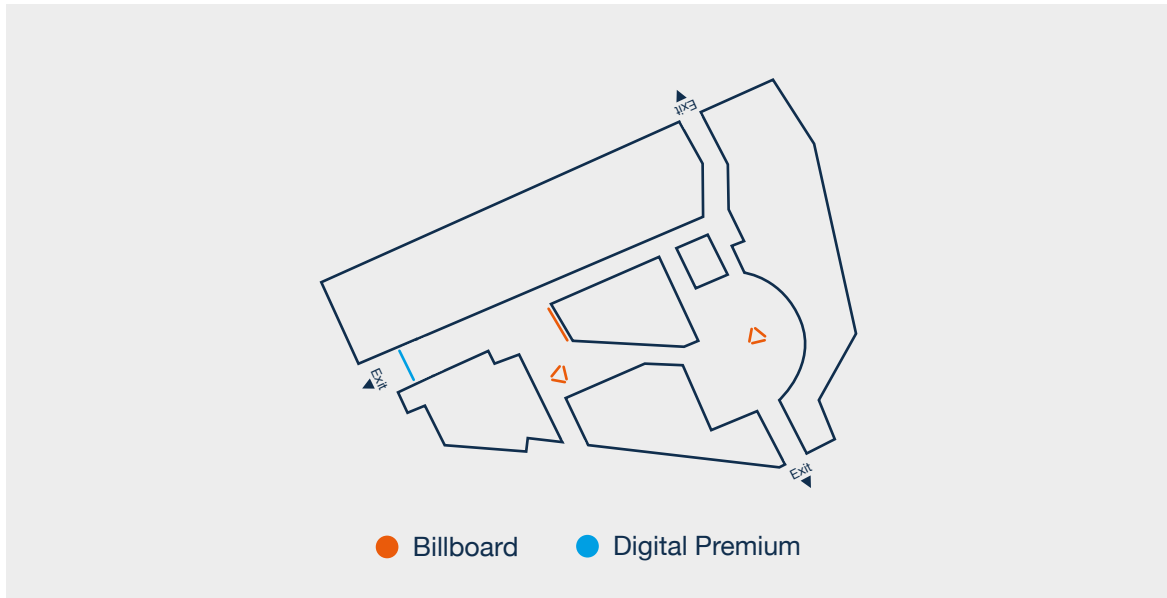
Technical drawing



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](mailto:motiv@jcdecaux.com)**Delivery notes**

The high-resolution PDF must be named

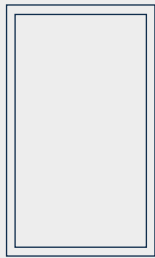
[SHOPPING\\_MALL\\_ADVERTISER\\_YEAR\\_WEEK\\_FORMAT](#)

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

Oslo City

# 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](mailto:digitalt@jcdecaux.com)**Delivery notes**

Files must be delivered rotated -90° counterclockwise and named

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

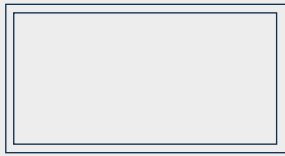
\* If only single creative: SINGLE (if more than one single creative SINGLE\_A, SINGLE\_B and so on)

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

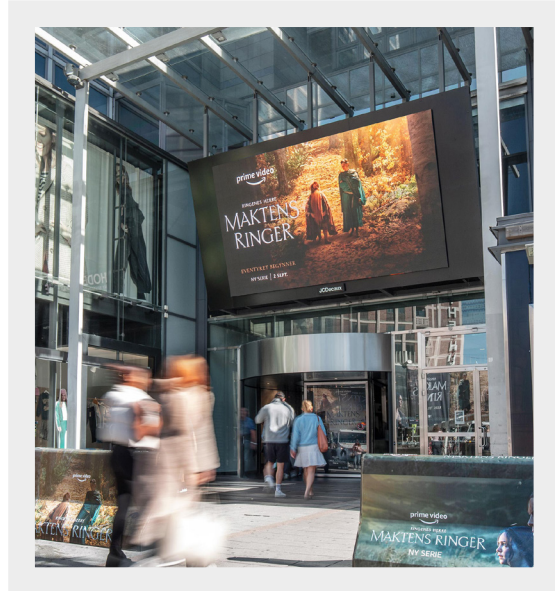
Oslo City

# 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](mailto:digitalt@jcdecaux.com)**Delivery notes**

Files must be named

[SHOPPING\\_MALL\\_ADVERTISER\\_YEAR\\_WEEK\\_PRODUCT](#)E.g: [Oslo\\_City\\_Elkj p\\_Coffee\\_2024\\_w36\\_digital\\_premium](#)