

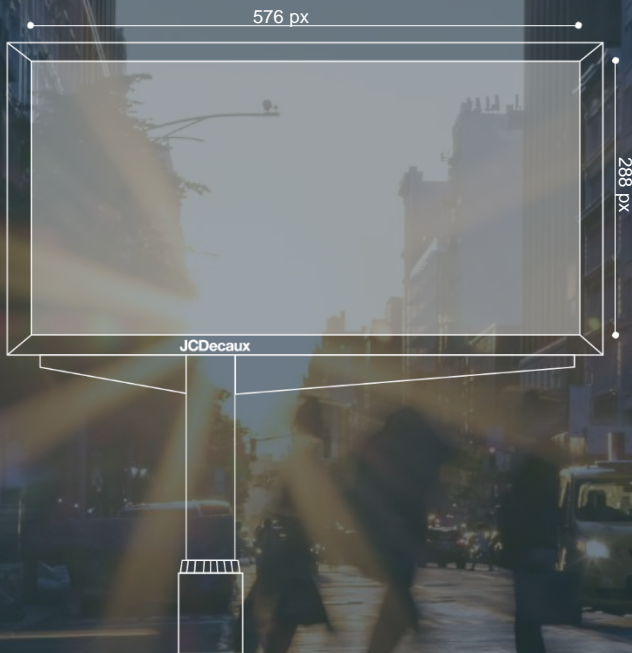
Roadside Digital 3m X 6m

SPEC SHEET



Roadside Digital

(3m x 6m)



ARTWORK SPECIFICATIONS

ANIMATED or STATIC ARTWORK		CAPE TOWN ONLY NON-ANIMATED ARTWORK	
Dimensions:	576 x 288 pixels landscape	Dimensions:	576 x 288 pixels landscape
Resolution:	72 dpi	Resolution:	72 dpi
Durations:	*10 Seconds	Duration:	*30 Second Static Image
Frame rate:	25 fps	Frame rate:	25 fps
Pixel Aspect:	Square Pixels	Pixel Aspect:	Square Pixels
Bitrate:	2000-5000 kbps	Bitrate:	2000-5000 kbps
File format:	mp4, mov	File format:	mp4, mov, jpg,

* Important: ONLY 30 second static creatives are permitted in Cape Town.

Please ensure that all campaign contracts are booked through your sales representative.

For all other Digital Media Flighting & Creative queries, contact ZA_Digital@jcdecaux.com

jcdecauxafrica.com



THANK YOU

Please request scheduling instructions at least 24 hours ahead of desired time of flighting.

DIGITAL CREATIVE LEAD TIMES:

Resizing and / or reformatting of digital creative: **1-2 working days.**

Video Editing or Adaption of existing digital creative: **2-3 working days.**

Generation of new digital creative: **4-5 working days.**