

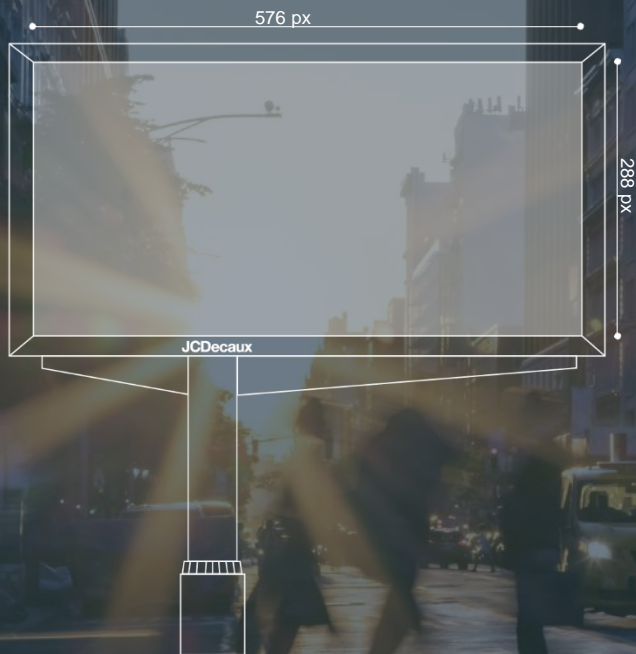
# Roadside Digital Material Specifications

3x6 Various Sites  
Africa



# Roadside Digital

(3m x 6m)



## ARTWORK SPECIFICATIONS

ANIMATED ARTWORK		STATIC ARTWORK	
Dimensions:	576 x 288 pixels landscape	Dimensions:	576 x 288 pixels landscape
Resolution:	72 dpi	Resolution:	72 dpi
Durations:	15 Seconds	Durations:	15 Seconds
Frame rate:	25 fps	File format:	MP4, MOV, JPEG
Pixel Aspect:	Square Pixels		
Bitrate:	2000-5000 kbps		
File format:	MP4, MOV		

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](mailto:ZA_Digital@jcdecaux.com)

[jcdecauxafrica.com](http://jcdecauxafrica.com)



# THANK YOU

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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.**