Technical Specifications

▶ Digital Transit Shelter

Final size:
41.2 x 73.3 in
1080 x 1920 px

Text safe area:
1080 x 1710 px

BUS SCHEDULE BANNER

Banner area[1]:
41,2 x 8 in
1080 x 210 px

[1]**Note:** A bus schedule banner (210 px high) appears in a loop (12 s visible, 16 s hidden). The creative must cover the entire area, with no key elements in the banner area.

QUEBECOR OUT-OF-HOME

GRAPHIC FILE DIMENSIONS

▶ **Final size[1] (W x H):** 1080 x 1920 px | **Ratio:** 9:16

⋯ **Text safe area:** 1080 x 1710 px
(Visible area when the bus schedule banner is displayed)

▶ **Banner area[1]:** 1080 x 210 px

▶ **Spot duration within the ad loop:** 8 seconds

FILE SUBMISSION REQUIREMENTS

▶ **Timeline:** 2 business days prior to the campaign start date. Any late submission may impact the start date and campaign duration.

▶ **Timeline - dynamic ads concept:** Concepts using RSS feeds must be reviewed with your Account Director at least 30 days prior to the campaign start date (additional fees will apply).

▶ **Non-animated file format:** PNG, JPG

▶ **Multiple creatives:** 1 file per creative

▶ **File naming convention:** ContractNumber_Advertiser_Routing_DTSA (no special characters, accents, or spaces).

▶ **File submission:** Send your file – indicating the contract number and Advertiser in the email subject line - to your Account Director and their Sales Coordinator, using a direct link that does not require a login or password.

For a dominance strategy using a non-animated creative, [CLICK HERE](#)

GRAPHIC REQUIREMENTS

▶ **Creative type:** non-animated (without audio)

▶ **Colours:** RGB | **Profile:** U.S. Web Coated (SWOP)

▶ **Rich black:** R100, G100, B100

▶ **Minimum font size recommended:** 60 pt