

Express Video



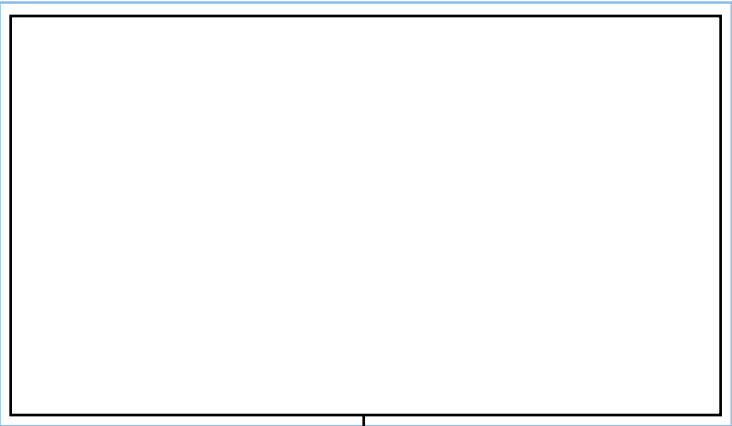
AUDIO



DURATION



VIDEO



Final size:
1920 x 1080 px
21 inches diagonally

GRAPHIC FILE DIMENSIONS

- ▶ Final size (W x H): 1920 x 1080 px | Ratio: 16:9
- ▶ Frames per second: 30 FPS
- ▶ Bitrate: 4-8 Mbps
- ▶ Spot duration within the ad loop: 15 seconds

GRAPHIC REQUIREMENTS

- ▶ Creative type: non-animated or video (with or without audio)
- ▶ Colours: RGB | Profile: U.S. Web Coated (SWOP)
- ▶ Rich black: R100, G100, B100
- ▶ Minimum font size recommended: 60 pt

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).
- ▶ Video file format: MPEG-4 (H:264)
- ▶ Non-animated file format: PNG, JPG
- ▶ Multiple creatives: 1 file per creative
- ▶ File naming convention: ContractNumber_Advertiser_Routing_PUMP_EV (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](#)

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