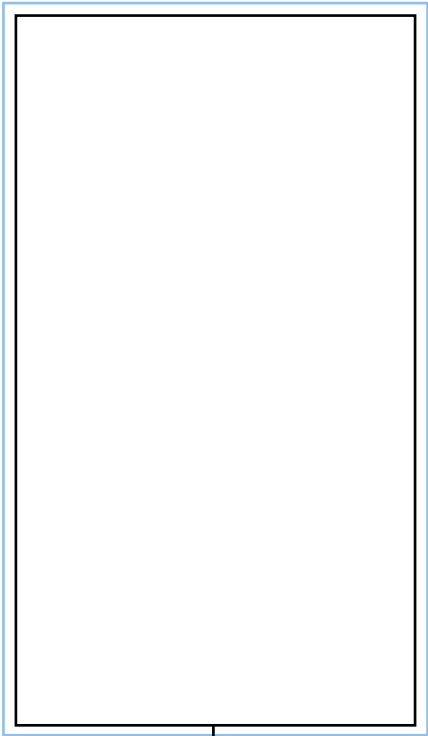


Digital Spectacular - Vertical

10 sec. 7x  
DURATION

VIDEO

SHOPPING  
DESTINATION  
ON



Final format:  
1080 x 1920 px  
99,2 x 176,4 in

GRAPHIC FILE DIMENSIONS

- Final size (W x H): 1080 x 1920 px | Ratio: 9:16
- Frames per second: 30 IPS
- Bitrate: 4-8 Mbps
- Spot duration within the ad loop: 10 seconds

GRAPHIC REQUIREMENTS

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

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\_SHOP\_DSV (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.



QUEBECOR  
OUT-OF-HOME

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