

Digital Transit Shelter

8

sec.

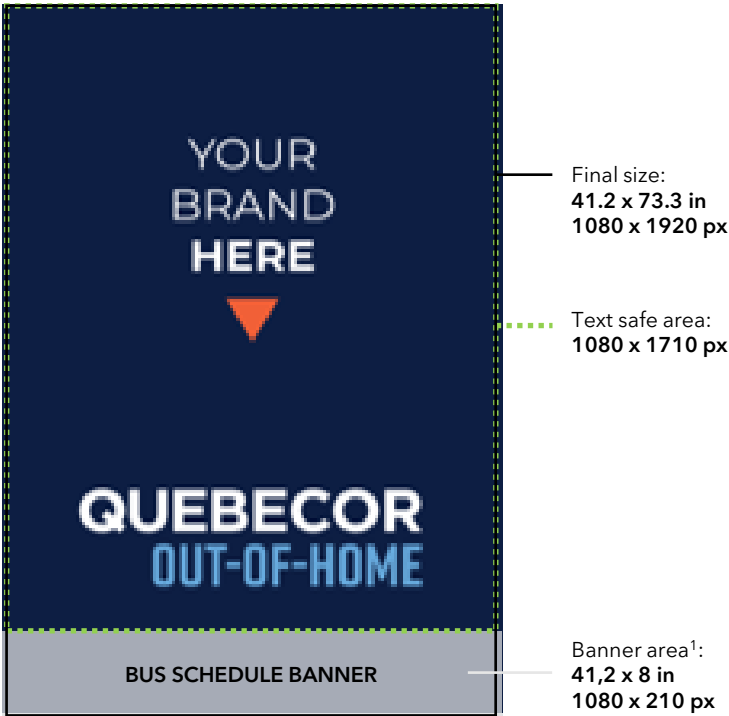
6x

DURATION

NON-ANIMATED

DIGITAL TRANSIT SHELTER

QC



GRAPHIC FILE DIMENSIONS (W x H)

- Final file dimensions¹:1080 x 1920 px | Ratio: 9:16
- Text safe area: 1080 x 1710 px (Visible area when the bus schedule banner is displayed)
- Banner area¹: 1080 x 210 px
- Spot duration within the ad loop: 8 seconds

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

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 (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.



¹Note: 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.

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

► **VISUAL DOMINANCE**

For non-animated creatives on digital formats

DOMINANCE STRATEGY

A dominance strategy allows your campaign visual to be displayed for a longer period on digital screens.

Important: Visuals made up of pixels that remain displayed in the same position for an extended period may permanently damage the screen (image retention).

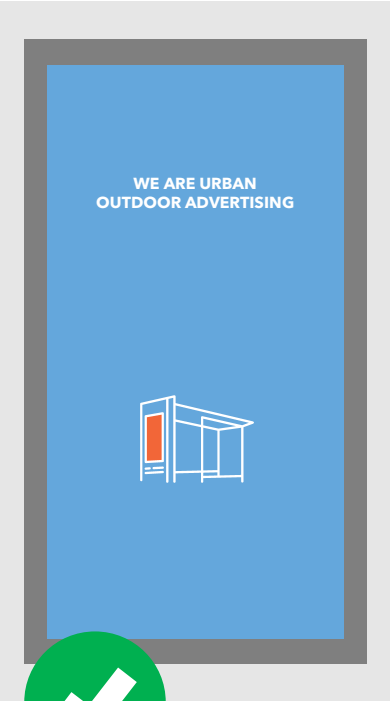
- **Option 1:** Provide at least two different creatives, displayed for the same duration. Pixel positions must vary between the two visuals, including background colors and graphic elements.
- **Option 2:** Provide at least two different creatives, including one interstitial visual, allowing the dominance of the primary visual to be maintained.

*Additional fees apply. Please see details with your Account Manager.

DOMINANT VISUAL



2nd VISUAL
(OPTION 1)



- Different color from the dominant visual.
- Text and images positioned differently compared to the dominant visual.

INTERSTITIAL
(OPTION 2)



- Different color from the dominant visual.
- Logo positioned differently compared to the dominant visual.

2nd VISUAL
Non compliant



- Although the color differs from the dominant visual, the position of the text, image, and logo is identical.
This 2nd visual is non-compliant and will be rejected.