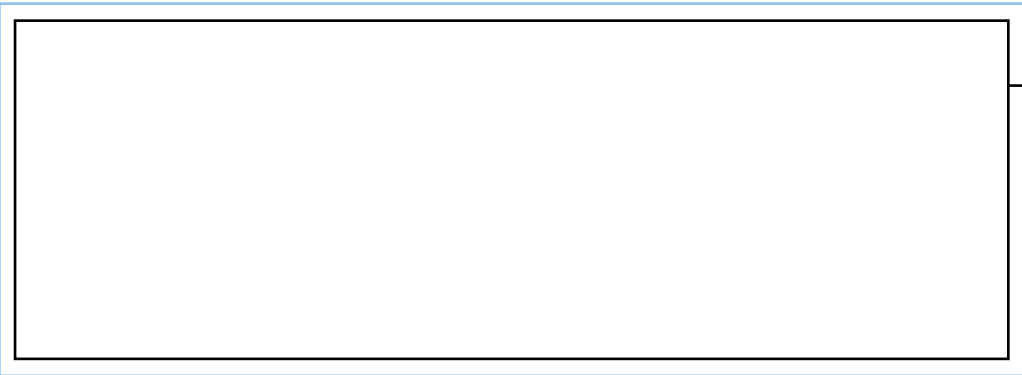


► Mobile Digital Screen

8
sec.
6x
DURATION

▶
NON ANIMATED



Final size:
1920 x 675 px

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 px

GRAPHIC FILE DIMENSIONS (W x H)

- **Final file dimensions:** 1920 x 675 px | **Ratio:** 16:6
- **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:** JPG | **Maximum file size:** 1.5 MB
- **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.

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



QUEBECOR
OUT-OF-HOME

► **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).

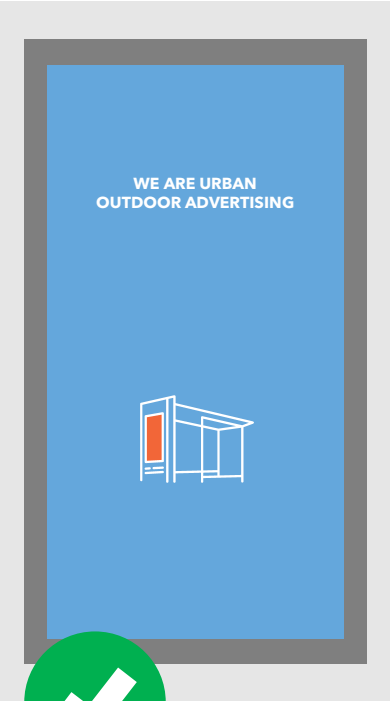
- **Option 1:** Provide at least two different creatives, displayed for the same duration. Pixel positions must vary between the two visuals, including background colors and graphic elements.
- **Option 2:** Provide at least two different creatives, including one interstitial visual, allowing the dominance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