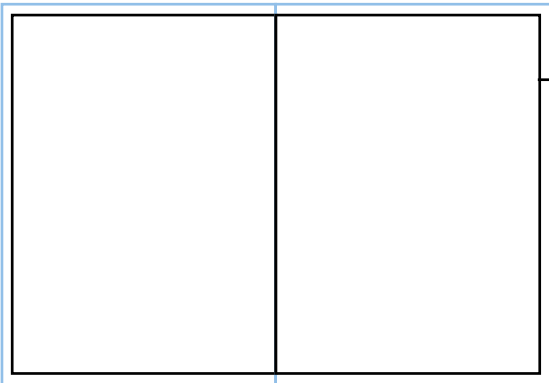


Digital Network - Double Vertical

10
sec.
7x
DURATION

VIDEO

SHOPPING
DESTINATION
ON



Final format:
2 screens of 1080 x 1920 px

Panoramic option:
1 screen of 2160 x 1920 px

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

GRAPHIC FILE DIMENSIONS (W x H)

- Final file dimensions: 1080 x 1920 px | 2160 x 1920 px
- Ratio: 9:16 | 9:8 (Panoramic)
- Frames per second: 30 IPS
- Bitrate: 4-8 Mbps
- Spot duration within the ad loop: 10 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).
- Video file format: MPEG-4 (H.264)
- 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.

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



*Ratio 9:16

*Ratio 9:8 - panoramic

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).

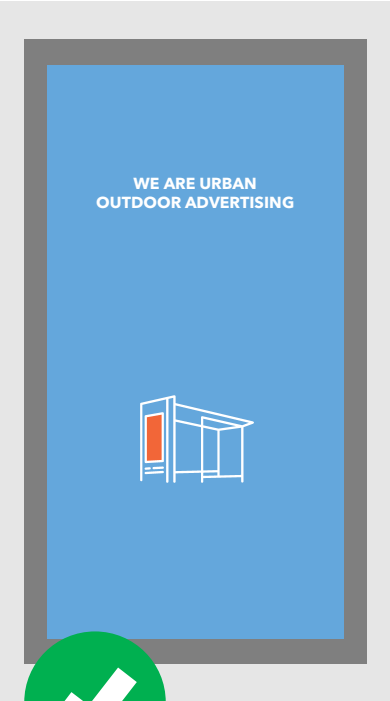
- ▶ **Option 1:** Provide at least two different creatives, displayed for the same duration. Pixel positions must vary between the two visuals, including background colors and graphic elements.
- ▶ **Option 2:** Provide at least two different creatives, including one interstitial visual, allowing the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