



Digital Specifications

Specifications of the content

- Resolution : 4320 pixels in width x 1920 pixels in height
- Orientation : landscape
- Duration : 6 to 10 seconds
- Languages : A file by language
- Format : JPG, PNG
- Video format : MP4
- Video codec : H.264
- Frame : 25 fps

Specifications of delivery

- Deadline :
The files need to be delivered at least 5 working days before the start date of the campaign to :
digital@jcdecaux.be

Guidelines for the creation of new content

- **General information :**
We advise against the use of existing TV ads or paper ads. They need to be adapted, or redesigned most of the time.
- **Animation :**
Simple and controlled animation of the content increases the visual impact.
- **Content :**
Avoid sudden or frequent changes in the image (transitions), as they tire the eyes and may appear aggressive.
- **Luminosity and saturation :**
Bright colors are the most alluring. Colors with low luminosity and high saturation are the most stimulating and attract attention to the content.
- **Languages :**
Care must be taken to comply with the legislation on the use of languages in force in the towns in question. Consequently, bilingual posters are not accepted except for campaigns exclusively in Brussels. Posters containing English - unless English is an integral part of the advertiser's baseline - may not be displayed in Asse, Beersel, Halle, Dilbeek, Grimbergen, Sint-Pieters-Leeuw ; only Dutch is accepted in these municipalities.



