

# **DIGITAL SPECS & SIMPLIFIED SIZES**

**SPECIFICATIONS AND FILE REQUIREMENTS**



# CREATIVE DESIGN GUIDELINES & SIMPLIFIED SIZES

OUTFRONT Media is proud to offer a large and diverse out-of-home digital portfolio. This portfolio contains a lot of boards, each with different design specifications. You can build creative for any/each of the individual sizes (see next pages), but for large/impression based campaigns designers can build creative using our simplified sizes. These select sizes optimize our boards into size ratios which cover each and every location in our inventory. Supply these simplified sizes, and we'll do the rest.

- Please build creative at 'File Size', and provide 3-5 working days in advance of posting date.
- Finished files should be sent to your account supervisor, cc your client service coordinator.
- Files should be "camera ready" with no proofing, trim marks or extra information visible. Avoid large areas of white or bright red. White tends to display unevenly and is too bright at night; red can cause LED bleeding.

Thank you for choosing OUTFRONT and we look forward to seeing your ad on the street!

## SIMPLIFIED SIZES

| NAME       | File Size in Pixels (W x H) |
|------------|-----------------------------|
| Poster 1   | 624 x 288                   |
| Poster 2   | 1664 x 832                  |
| Poster 3   | 2000 x 1150                 |
|            |                             |
| Bulletin 1 | 900 x 300                   |
| Bulletin 2 | 1056 x 288                  |
| Bulletin 3 | 1088 x 320                  |
|            |                             |
| Vertical 1 | 2160 x 3840                 |

### FILE SPECS

COLOUR  
RGB

NAMING CONVENTION  
AdvertiserName\_PxlSize x PxlSize

FORMAT  
JPG – high quality












































FILE SIZE  
No larger than 1MB

Please send your completed design files to your account supervisor and your client service coordinator.

**OUTFRONT**

# IMPRESSION BUY SIMPLIFIED SIZES

 English  French

| MARKET         | POSTER 1<br>624 x 288   | POSTER 2<br>1664 x 832  | POSTER 3<br>2000 x 1150   | BULLETIN 1<br>900 x 300   | BULLETIN 2<br>1056 x 288  | BULLETIN 3<br>1088 x 320  | VERTICAL 1<br>2160 x 3840   | ADDITIONAL SIZES                         |
|----------------|---|---|---|---|---|---|---|--|
| Toronto        |  |  |  |   |  |  |  |  |
| Ottawa         |  |   |   |   |  |   |   |  |
| Thunder Bay    |   |  |   |   |   |   |   |  |
| Hamilton       |   |  |   |   |  |   |   |  |
| London         |   |   |   |   |  |   |   |  |
| Montreal       |  |   |   |   |  |  |   |  |
| Chicoutimi     |  |   |   |   |   |   |   |  |
| Québec         |  |   |   |   |  |   |   |  |
| Shawinigan     |   |   |   |   |   |  |   |  |
| Trois-Rivières |   |   |   |   |  |   |   |  |
| Calgary        |  |  |  |   |  |   |  |  |
| Edmonton       |  |  |  |  |  |  |   |  |
| Vancouver      |   |  |   |   |  |   |   |  |
| Regina         |  |   |   |   |  |   |   |  |
| Saskatoon      |  |   |   |   |   |  |   | 1024 x 768 (DS47,48)<br>352 x 224 (DS35) |
| Winnipeg       |  |  |   |   |   |  |   |  |
| Halifax        |  |  |   |   |   |   |   |  |
| St. John's     |   |  |   |   |   |   |   |  |

**FILE SPECS**

COLOUR  
RGB

NAMING CONVENTION  
AdvertiserName\_PxISize x PixISize

FORMAT  
JPG – high quality

FILE SIZE  
No larger than 1MB



# DIGITAL BILLBOARD SIZES **BY MARKET**

# ALL DIGITAL BILLBOARDS BY MARKET

OUTFRONT

| Market  | File Size in Pixels (W x H) | Actual Size in Feet (W x H) | Location ID  | Simplified Size |
|---------|-----------------------------|-----------------------------|--|-----------------|
| Toronto | 1056 x 288                  | 35 x 10                     | DT101, 102, 103, 104, 107, 108, 109, 170, 186, 187 | Bulletin 2      |
|         | 1056 x 288                  | 48 x 14                     | DT110, 111, 223                                    | Bulletin 2      |
|         | 1088 x 320                  | 28 x 8                      | DT112, 113, 114, 115, 116, 191, 192                | Bulletin 3      |
|         | 1056 x 288                  | 28 x 8                      | DT117  | Bulletin 2      |
|         | 1088 x 320                  | 48 x 14                     | DT31   | Bulletin 3      |
|         | 1088 x 320                  | 35 x 10                     | DT165, 166   | Bulletin 3      |
|         | 624 x 288                   | 20 x 10                     | DT152, 153, 156, 158, 228                          | Poster 1        |
|         | 1664 x 832                  | 56 x 28                     | DT167  | Poster 2        |
|         | 2000 x 1150                 | 20 x 10                     | DT157  | Poster 3        |
|         | 1088 x 320                  | 56 x 16                     | DT188  | Bulletin 3      |
|         | 1056 x 288                  | 29 x 8                      | DT189, 190, 205, 206, 226, 227, 229, 230           | Bulletin 2      |

SIMPLIFIED SIZES

**Poster 1**

624 x 288

**Poster 2**

1664 x 832

**Poster 3**

2000 x 1150

**Bulletin 1**

900 x 300

**Bulletin 2**

1056 x 288

**Bulletin 3**

1088 x 320

**Vertical 1**

2160 x 3840

Toronto market continued on next page

| Market                   | File Size in Pixels (W x H)           | Actual Size in Feet (W x H)                 | Location ID   | Simplified Size         |
|--------------------------|---------------------------------------|---|---|-------------------------|
| Yonge Eglinton Centre    | 1088 x 320                            | 35.5 x 12.5<br>24 x 7                       | DT154, DT155<br>(exteriors - does not include corner screens)<br><br>DT224, DT225<br>(interior - mezzanine) | Bulletin 3              |
| Yonge-Dundas Square      | 736 x 960<br>640 x 960<br>2160 x 3840 | 18.9 X 14.49<br>18.9 X 12.6<br>14.49 X 8.19 | DTYD1, DTYD3<br>DTYD2, DTYD4<br>DTYD5   | Vertical 1 (DTYD5 only) |
| York Region Digital TSAs | 2160 x 3840                           | 36.5 x 65                                   | DT800, 801, 802, 803, 804, 805,<br>806, 807, 808, 809, 810, 811, 812,<br>813, 814                           | Vertical 1              |
| Mississauga Digital TSAs | 2160 x 3840                           | 36.5 x 65                                   | DT815, 816, 817, 818, 819, 820,<br>821, 822, 823, 824, 25, 26, 27, 28,<br>29, 30, 31, 32, 33, 34, 35, 36    | Vertical 1              |

**SIMPLIFIED SIZES**

- Poster 1**  
624 x 288
- Poster 2**  
1664 x 832
- Poster 3**  
2000 x 1150
- Bulletin 1**  
900 x 300
- Bulletin 2**  
1056 x 288
- Bulletin 3**  
1088 x 320
- Vertical 1**  
2160 x 3840

\*Ask us for the Yonge Eglinton Centre Digital Spec package for our interior screen specifications

| Market      | File Size in Pixels (W x H) | Actual Size in Feet (W x H) | Location ID   | Simplified Size |
|-------------|-----------------------------|-----------------------------|---|-----------------|
| Ottawa      | 624 x 288                   | 20 x 10                     | DO81, 82, 83, 84, 85, 86                                      | Poster 1        |
|             | 1056 x 288                  | 29 x 8                      | DO87, 88, 89, 90  | Bulletin 2      |
| Thunder Bay | 1664 x 832                  | 20 x 10                     | DTB162, 163   | Poster 2        |
| Hamilton    | 1664 x 832                  | 20 x 10                     | DHM168, 173, 174, 177, 178, 179, 181, 182, 183, 184, 185, 186 | Poster 2        |
|             | 1056 x 288                  | 48 x 14                     | DHM180  | Bulletin 2      |
|             | 1056 x 288                  | 35 x 10                     | DHM175, 176   | Bulletin 2      |
| London      | 1056 x 288                  | 8 x 28                      | DLN100, 101, 102, 103, 104, 105, 106                          | Bulletin 2      |
| Barrie      | 1664 x 832                  | 20 x 10                     | DB101, 102  | Poster 2        |

**SIMPLIFIED SIZES**

**Poster 1**

624 x 288

**Poster 2**

1664 x 832

**Poster 3**

2000 x 1150

**Bulletin 1**

900 x 300

**Bulletin 2**

1056 x 288

**Bulletin 3**

1088 x 320

**Vertical 1**

2160 x 3840

| Market         | File Size in Pixels (W x H) | Actual Size in Feet (W x H) | Location ID   | Simplified Size |
|----------------|-----------------------------|-----------------------------|---|-----------------|
| Montreal       | 1088 x 320                  | 48 x 14                     | DM101, 102, 103, 104, 105, 106, 107, 112, 113, 116, 117 | Bulletin 3      |
|                | 1088 x 320                  | 30 x 10                     | DM115   | Bulletin 3      |
|                | 1056 x 288                  | 48 x 14                     | DM118, 128, 129, 201, 202, 203, 204, 205, 206           | Bulletin 2      |
|                | 1056 x 288                  | 35 x 10                     | DM207, 208  | Bulletin 2      |
|                | 624 x 288                   | 20 x 10                     | DM110   | Poster 1        |
|                | 1056 x 288                  | 29 x 8                      | DM120, 121, 126, 127                                    | Bulletin 2      |
|                |                             |                             |   |                 |
| Chicoutimi     | 624 x 288                   | 20 x 10                     | DQ108, 109  | Poster 1        |
|                |                             |                             |   |                 |
| Québec         | 624 x 288                   | 20 x 10                     | DQ111   | Poster 1        |
|                | 1056 x 288                  | 29 x 8                      | DQ119   | Bulletin 2      |
|                | 1056 x 288                  | 29 x 8                      | DQ122, 123  | Bulletin 2      |
|                |                             |                             |   |                 |
| Shawinigan     | 1088 x 320                  | 30 x 10                     | DQ114   | Bulletin 3      |
|                |                             |                             |   |                 |
| Trois-Rivières | 1056 x 288                  | 48 x 14                     | DTR124, 125   | Bulletin 2      |

**SIMPLIFIED SIZES**

**Poster 1**

624 x 288

**Poster 2**

1664 x 832

**Poster 3**

2000 x 1150

**Bulletin 1**

900 x 300

**Bulletin 2**

1056 x 288

**Bulletin 3**

1088 x 320

**Vertical 1**

2160 x 3840



| Market                  | File Size in Pixels (W x H)   | Actual Size in Feet (W x H)   | Location ID   | Simplified Size |
|-------------------------|---|---|---|-----------------|
| Calgary                 | 624 x 288   | 20 x 10   | DC6, 8, 17, 18, 22, 29, 45, 46, 64, 65, 66, 67, 74, 87  | Poster 1        |
|                         | 1664 x 832  | 24 x 12   | DC501, 503, 504, 505, 510, 511, DC9, DC410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423 | Poster 2        |
|                         | 1664 x 832  | 20 x 10   | DC1, 2, 59, 60, 76, 77, 78, 88, 89  | Poster 2        |
|                         | 1056 x 288  | 48 x 14   | DC506, 507, 508, 509  | Bulletin 2      |
|                         | 2160 x 3840   | 36.5 x 65   | DC800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816                       | Vertical 1      |
| 5 <sup>th</sup> & THIRD | 544 x 1184<br>576 x 800<br>1344 x 480<br>1024 x 480<br>1344 x 480<br>2688 x 768 | 10.8 x 23.4<br>11.4 x 15.9<br>26.6 x 9.6<br>20 x 10<br>26.6 x 9.6<br>22.3 x 6.6 | DC68,<br>DC69,<br>DC70,<br>DC71,<br>DC72,<br>DC73   | N/A             |

**SIMPLIFIED SIZES**

**Poster 1**

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**Poster 2**

1664 x 832

**Poster 3**

2000 x 1150

**Bulletin 1**

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1056 x 288

**Bulletin 3**

1088 x 320

**Vertical 1**

2160 x 3840

| Market   | File Size in Pixels (W x H) | Actual Size in Feet (W x H) | Location ID   | Simplified Size |
|----------|-----------------------------|-----------------------------|---|-----------------|
| Edmonton | 624 x 288                   | 20 x 10                     | DE10, 15, 16, 20, 21, 23, 24, 25, 26, 27, 28, 32, 37, 43, 44, 52, 55, 56, 427, 428, 429, 430, 431 | Poster 1        |
|          | 1664 x 832                  | 20 x 10                     | DE401, 402, 403 404, 405, 406, 408, 409, 414, 415, 416, 433                                       | Poster 2        |
|          | 1056 x 288                  | 48 x 14                     | DE412, 413  | Bulletin 2      |
|          | 1088 x 320                  | 26.3 x 7.5                  | DE417, 418, 419, 420  | Bulletin 3      |
|          | 1056 x 288                  | 10 x 36                     | DE421, 422  | Bulletin 2      |
|          | 1056 x 288                  | 29 x 8                      | DE432   | Bulletin 2      |
|          | 900 x 300                   | 48 x 14                     | DE410   | Bulletin 1      |

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1664 x 832

**Poster 3**

2000 x 1150

**Bulletin 1**

900 x 300

**Bulletin 2**

1056 x 288

**Bulletin 3**

1088 x 320

**Vertical 1**

2160 x 3840

| Market                             | File Size in Pixels (W x H) | Actual Size in Feet (W x H) | Location ID                                | Simplified Size |
|------------------------------------|-----------------------------|-----------------------------|--|-----------------|
| Vancouver                          | 1056 x 288                  | 48 x 14                     | DV301, 302, 303, 306, 307                  | Bulletin 2      |
|                                    | 1056 x 288                  | 35 x 10                     | DV304, 305                                 | Bulletin 2      |
|                                    | 1664 x 832                  | 20 x 10                     | DV312, 313                                 | Poster 2        |
| Vancouver Digital Map Stands       | 2160 x 3840                 | 42" x 75"                   | DJVM01, 2, 3, 4, 5, 6, 7, 8, 9, 10         |                 |
| Vancouver Digital Transit Shelters | 2160 x 3840                 | 37" x 65"                   | DJVT11, 12, 13, 14, 15, 16, 17, 18, 19, 20 |                 |

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**Bulletin 3**

1088 x 320

**Vertical 1**

2160 x 3840

| Market    | File Size in Pixels (W x H) | Actual Size in Feet (W x H) | Location ID          | Simplified Size |
|-----------|-----------------------------|-----------------------------|----------------------|-----------------|
| Regina    | 624 x 288                   | 20 x 10                     | DR11, 14, 19         | Poster 1        |
|           | 1056 x 288                  | 40 x 12                     | DR38, 39             | Bulletin 2      |
| Saskatoon | 624 x 288                   | 20 x 10                     | DS9, 12, 13, 31      | Poster 1        |
|           | 1024 x 768                  | 16 x 10                     | DS47, 48             | N/A             |
|           | 352 x 224                   | 23 x 14                     | DS35                 | N/A             |
|           | 1088 x 320                  | 48 x 14                     | DS51, 57, 58, 62, 63 | Bulletin 3      |

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**Bulletin 3**

1088 x 320

**Vertical 1**

2160 x 3840

| Market              | File Size in Pixels (W x H) | Actual Size in Feet (W x H) | Location ID  | Simplified Size |
|---------------------|-----------------------------|-----------------------------|--|-----------------|
| Winnipeg            | 624 x 288                   | 20 x 10                     | DW40, 41, 42, 49, 50, 51, 52   | Poster 1        |
|                     | 1088 x 320                  | 48 x 14                     | DW36   | Bulletin 3      |
|                     | 1664 x 832                  | 20 x 10                     | DW53, 54, 55   | Poster 2        |
| Halifax             | 1664 x 832                  | 20 x 10                     | DH87, 88, 89, 90, 91   | Poster 2        |
|                     | 624 x 288                   | 20 x 10                     | DH61   | Poster 1        |
| Bay Roberts         | 1664 x 832                  | 10 x 20                     | DBR624   | Poster 2        |
| Corner Brook        | 1664 x 832                  | 7 x 14                      | DCB623   | Poster 2        |
| Gander              | 1664 x 832                  | 10 x 20                     | DG621  | Poster 2        |
| Grand Falls-Windsor | 1664 x 832                  | 10 x 20                     | DGF622   | Poster 2        |
| St. John's          | 1664 x 832                  | 10 x 20                     | DSJ600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616 | Poster 2        |
|                     | 1664 x 832                  | 8 x 16                      | DSJ617, DSJ618   | Poster 2        |

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