

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_PxISize x PxISize

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 1 624 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 | ADDITIONAL SIZES |
|----------------|-----------------------|------------------------|-------------------------|-------------------------|--------------------------|--------------------------|---------------------------|--|
| Toronto | / | / | / | | / | / | / | |
| Ottawa | / | | | | / | | | |
| Thunder Bay | | / | | | | | | |
| Hamilton | | / | | | / | | | |
| Montreal | / | | | | / | / | | |
| Chicoutimi | / | | | | | | | |
| Québec | / | | | | / | | | |
| Shawinigan | | | | | | / | | |
| Trois-Rivières | | | | | / | | | |
| Calgary | / | / | / | | / | | | |
| Edmonton | / | / | / | / | / | / | | |
| Vancouver | | | | | / | | | |
| Regina | / | | | | / | | | |
| Saskatoon | / | | | | | / | | 1024 x 768 (DS47,48) 352 x 224 (DS35) |
| Winnipeg | / | / | | | | / | | |
| Halifax | / | / | | | | | | |

FILE SPECS

COLOUR
RGB

NAMING CONVENTION
AdvertiserName_PxISize x PxISize

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 | 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 24 x 7 | DT154, DT155 (exteriors - does not include corner screens) DT224, DT225 (interior - mezzanine) | Bulletin 3 |
| Yonge-Dundas Square | 736 x 960 640 x 960 2160 x 3840 | 18.9 X 14.49 18.9 X 12.6 14.49 X 8.19 | DTYD1, DTYD3 DTYD2, DTYD4 DTYD5 | Vertical 1 (DTYD5 only) |
| York Region Digital TSAs | 2160 x 3840 | 36.5 x 65 | DT800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814 | Vertical 1 |
| Mississauga Digital TSAs | 2160 x 3840 | 36.5 x 65 | DT815, 816, 817, 818, 819, 820, 821, 822, 823, 824 | 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 |

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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, 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

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Bulletin 1

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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, DC411, DC412, DC413, DC414, DC415, DC416, DC417, DC418, DC419, DC420, DC421, DC422 | Poster 2 |
| | 1664 x 832 | 20 x 10 | DC1, 2, 59, 60, 76, 77, 78 | Poster 2 |
| | 1056 x 288 | 48 x 14 | DC506, 507, 508, 509 | Bulletin 2 |
| 5 th & THIRD | 544 x 1184 576 x 800 1344 x 480 1024 x 480 1344 x 480 2688 x 768 | 10.8 x 23.4 11.4 x 15.9 26.6 x 9.6 20 x 10 26.6 x 9.6 22.3 x 6.6 | DC68, DC69, DC70, DC71, DC72, DC73 | N/A |

SIMPLIFIED SIZES

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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 |
|----------|-----------------------------|-----------------------------|---|-----------------|
| 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 |

SIMPLIFIED SIZES

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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 |
|------------------------------------|-----------------------------|-----------------------------|--|-----------------|
| Vancouver | 1056 x 288 | 48 x 14 | DV301, 302, 303, 306, 307 | Bulletin 2 |
| | 1056 x 288 | 35 x 10 | DV304, 305 | Bulletin 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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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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1056 x 288

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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 |

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2160 x 3840