

OUTFRONT/ YEC DESIGN SPECIFICATIONS

Thank you for advertising with OUTFRONT at the Yonge Eglinton Centre!
To help your campaign go smoothly, please follow these design specifications when creating your files so that your creative will look its very best!

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

Questions or want some ideas? Our in-house creative team is here for you!
Send your questions to creative@outfrontmedia.ca



VERTICALS
EXTERIORS



PANORAMIC



VERTICALS



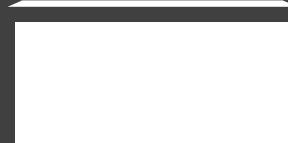
MINI-VIDEO
WALL



FOOD COURT



VIDEO WALL



[CLICK HERE](#)
[to access our](#)
[YEC Illustrator](#)
[design template!](#)

FILE DESIGN REQUIREMENTS

Colour
RGB

Naming Convention

AdvertiserName_ProductName
(Example: CocaCola_Panoramic1)

Format

JPG - high quality

File Size

No larger than 1MB

Video Format (Interior Only)

WMV, 8 MBps bitrate, 29.97 FPS

All interior ads run for 15 seconds,
and rotate through a 6 ad loop.

Exterior ads run for 10 seconds
and rotate through an 8 ad loop.



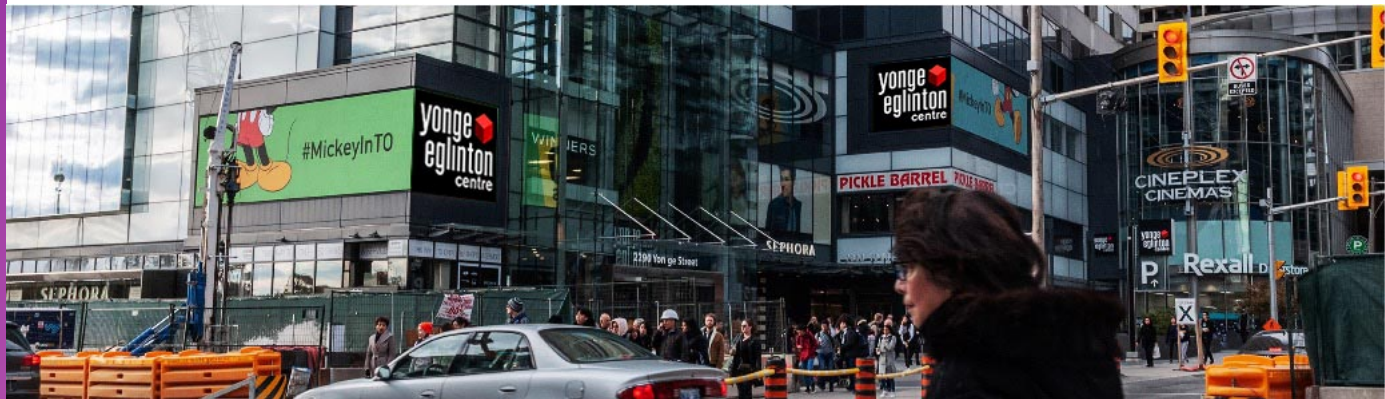
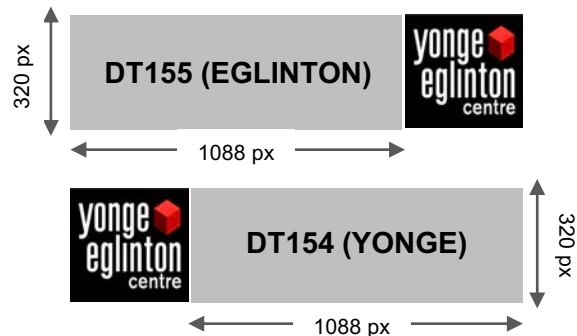
EXTERIORS (2)

We have now added YEC Exteriors DT154 and DT155 to all Impression and Programmatic buys.

These two screens are not synced, and the corner screens are not part of the paid advertising space.

Please submit each screen as 1 file and differentiate products in the file name. Example:
CocaCola_ExteriorDT154

File Size in Pixels (W x H)
1088 x 320



File Size in Pixels (W x H) **1920 x 1080**

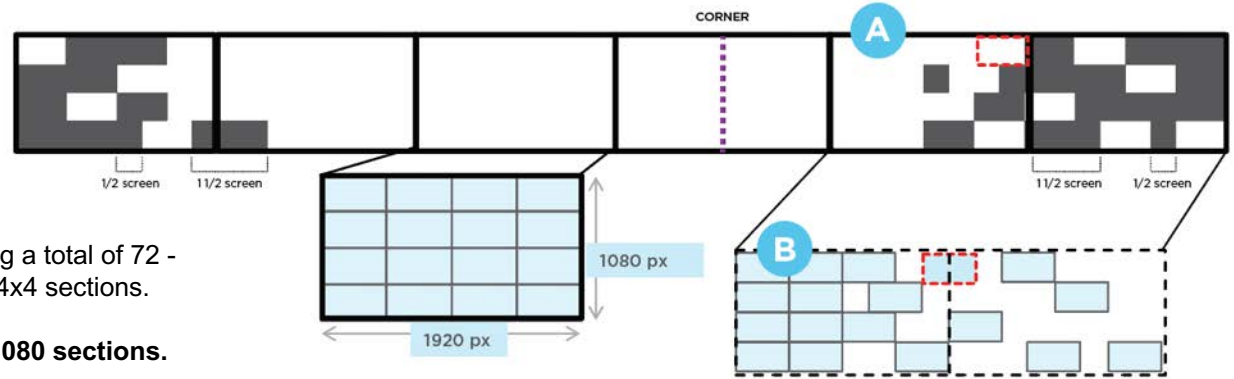
PANORAMIC (1)



The Centre Court Panorama is a display containing a total of 72 - 55" screens. These screens are arranged into 6 - 4x4 sections.

Artwork is to be submitted as these 6, 1920 x 1080 sections.

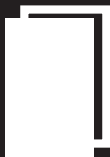
Please submit each section as 1 file and differentiate each section by file name. Example: CocaCola_Panoramic1.



*Red outlined screen is moved over 1/2 width screen as illustrated in Graph B. Artwork to be setup as per graph A, will display as graph B.



- Artwork is best designed as one layout, as in Mickey Design A.
- Once artwork is created, export artwork as 6, 1920px x 1080px designs. These designs will display side by side, as in Mickey Design B.



**VERTICALS
(18)**



Vertical screens include 2 sets of 3-Sided Directories (6 - 55" verticals), as well as Bench Seating (12 - 70" verticals).

File Size in Pixels (W x H) 1080 x 1920



**MINI-VIDEO
WALL (20)**

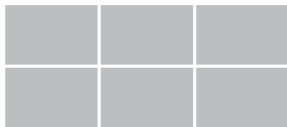


Mini-Video Walls are 10 pairs of 55" vertical screens. Files are best designed as two separate creatives, vs. one that spans both screens. Please submit each side as one file, and differentiate by file name. Example: CocaCola_MiniVideoLeft

File Size in Pixels (W x H) 1080 x 1920



**VIDEO
WALL (1)**



The Video Wall is a collection of 6 - 55" screens.

Please submit artwork as 1 file.

File Size in Pixels (W x H) 2880 x 1080



**FOOD
COURT (7)**



The Food Court contains 7, horizontal screens.

File Size in Pixels (W x H) 1280 x 720