

# **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 1 624 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								
Moncton								

**FILE SPECS**

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# 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, 117, 191, 192	Bulletin 3
	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	Bulletin 2

SIMPLIFIED SIZES

- Poster 1**  
624 x 288
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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

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)
Yonge Sheppard Centre	1920 x 1080 1920 x 1080 2160 x 3840 2160 x 3840 1920 x 1080 960 x 544	16.5 x 3.5 7.9 x 2.1 4.7 x 4.1 2.3 x 4.1 4.1 x 1.1 18.10 x 10.2	Advertising Bulkhead Office Lobby Ad Wall Ad Columns Directional Overhead Large Galleria	N/A
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

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\*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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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**

**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	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
5th & THIRD	544 x 1184	10.8 x 23.4	DC68, DC69, DC70, DC71, DC72, DC73	N/A
	576 x 800	11.4 x 15.9		
	1344 x 480	26.6 x 9.6		
	1024 x 480	20 x 10		
	1344 x 480	26.6 x 9.6		
2688 x 768	22.3 x 6.6			
	2000 x 1150	22 x 12	DC80, 81, 82, 83, 85	Poster 3
	1664 x 832	23 x 11.5	DC84	Poster 2

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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, 423, 424, 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	48 x 14	DE417, 418, 419, 420	Bulletin 3
	1056 x 288	10 x 36	DE421, 422	Bulletin 2
	2000 x 1150	22 x 12	DE425	Poster 3
	1664 x 832	23 x 11.5	DE426	Poster 2
	1056 x 288	29 x 8	DE432	Bulletin 2
	900 x 300	48 x 14	DE410	Bulletin 1

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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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2000 x 1150

**Bulletin 1**

900 x 300

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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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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
Moncton	624 x 288	20 x 10	DMC101	Poster 1

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**Vertical 1**

2160 x 3840