



DIGITAL SPECS & SIMPLIFIED SIZES

SPECIFICATIONS AND FILE REQUIREMENTS

UPDATED: MAY 11, 2021



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
Toronto	/	/	/		/	/	/
Ottawa	/				/		
Thunder Bay		/					
Hamilton		/			/		
Montreal	/				/	/	
Chicoutimi	/						
Québec	/				/		
Shawinigan						/	
Trois-Rivières					/		
Calgary	/	/	/		/		
Edmonton	/	/	/	/	/	/	
Vancouver					/		/
Regina	/				/		
Saskatoon	/					/	
Winnipeg	/	/				/	
Halifax	/	/					
Moncton	/						

FILE SPECS

COLOUR
RGB

NAMING CONVENTION
AdvertiserName_PxlSize x PxlSize

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, 107, 108	Bulletin 2
	1056 x 288	35 x 10	DT103, 104, 109	Bulletin 2
	1056 x 288	48 x 14	DT105, 106, 110, 111	Bulletin 2
	1056 x 288	35 x 10	DT170, 186, 187	Bulletin 2
	1088 x 320	28 x 8	DT113, 115, 116, 117	Bulletin 3
	1088 x 320	28 x 8	DT112, 114	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	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
	1088 x 320	28 x 8	DT191, 192	Bulletin 3
	1056 x 288	29 x 8	DT189, 190, 205, 206, 226	Bulletin 2
	1056 x 288	48 x 14	DT223	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 1080 x 1920	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

SIMPLIFIED SIZES

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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
	1664 x 832	20 x 10	DHM168, 173, 174, 177, 178, 179, 181, 182, 183, 184, 185	Poster 2
Hamilton	1056 x 288	48 x 14	DHM180	Bulletin 2
	1056 x 288	35 x 10	DHM175, 176	Bulletin 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
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	DM201, 202, 203, 204, 205, 206	Bulletin 2
	1056 x 288	35 x 10	DM207, 208	Bulletin 2
	1056 x 288	48 x 14	DM118	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 9	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

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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	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	Poster 2
	1664 x 832	20 x 10	DC59, 60	Poster 2
	1056 x 288	48 x 14	DC506, 507, 508, 509	Bulletin 2
	624 x 288	20 x 10	DC64, 65, 66, 67, 74, 87	Poster 1
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
	1664 x 832	20 x 10	DC76, 77, 78	Poster 2
	2000 x 1150	22 x 12	DC80, 81, 82	Poster 3
	1664 x 832	23 x 11.5	DC84	Poster 2
	2000 x 1150	22 x 12	DC83, DC85	Poster 3

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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	Poster 1
	1664 x 832	20 x 10	DE401, 402, 403 404, 405, 406, 408, 409	Poster 2
	1056 x 288	48 x 14	DE412, 413	Bulletin 2
	1088 x 320	48 x 14	DE417, 418, 419, 420	Bulletin 3
	1664 x 832	20 x 10	DE414	Poster 2
	1664 x 832	20 x 10	DE415, 416	Poster 2
	1056 x 288	10 x 36	DE421, 422	Bulletin 2
	624 x 288	20 x 10	DE423, 424, 427, 428	Poster 1
	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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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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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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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	Poster 1
	1088 x 320	48 x 14	DW36	Bulletin 3
	624 x 288	20 x 10	DW51, 52	Poster 1
Halifax	1664 x 832	20 x 10	DW53, 54	Poster 2
	1664 x 832	20 x 10	DH87, 88, 89	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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