



# **DIGITAL SPECS & SIMPLIFIED SIZES**

**SPECIFICATIONS AND FILE REQUIREMENTS**

JUNE, 2019



# 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 - that's a lot of work! Instead, designers can build creative using our simplified sizes. These select sizes optimize our boards into 7 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.
- That's it! 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
Poster 4	840 x 640
Bulletin 1	900 x 300
Bulletin 2	1056 x 288
Bulletin 3	1088 x 320
Vertical 1	1080 x 1920
Vertical 2	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 [digital@outfrontmedia.ca](mailto:digital@outfrontmedia.ca) or your coordinator.

**OUTFRONT**

# IMPRESSION BUY SIMPLIFIED SIZES BY MARKET

OUTFRONT/

Market	Simplified Size
Toronto	Poster 1, Poster 2, Poster 3, Bulletin 2, Bulletin 3, Vertical 1
Ottawa	Poster 1
Thunder Bay	Poster 2, Poster 4
Hamilton	Poster 2, Bulletin 2
Montreal	Poster 1, Bulletin 2, Bulletin 3 (French)
Chicoutimi	Poster 1 (French)
Québec	Poster 1, Bulletin 2 (French)
Shawinigan	Bulletin 3 (French)
Trois-Rivières	Bulletin 2 (French)
Calgary	Poster 1, Poster 2, Bulletin 2
Edmonton	Poster 1, Poster 2, Bulletin 1, Bulletin 2
Vancouver	Bulletin 2
Vancouver Digital TSAs	Vertical 2
Regina	Poster 1, Bulletin 2
Saskatoon	Poster 1, Poster 3, Bulletin 3
Winnipeg	Poster 1, Bulletin 3
Halifax	Poster 1, Poster 2

SIMPLIFIED SIZES

**Poster 1**  
624 x 288  
**Poster 2**  
1664 x 832  
**Poster 3**  
2000 x 1150  
**Poster 4**  
840 x 640  
**Bulletin 1**  
900 x 300  
**Bulletin 2**  
1056 x 288  
**Bulletin 3**  
1088 x 320  
**Vertical 1**  
1080 x 1920  
**Vertical 2**  
2160 x 3840

"French" is listed where French creative is necessary.

# 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	<u>DT101, 102, 107, 108</u>	Bulletin 2
	680 x 180	35 x 10	<u>DT103, 104, 109</u>	Bulletin 2
	1056 x 288	48 x 14	<u>DT105, 106, 110, 111</u>	Bulletin 2
	656 x 192	35 x 10	<u>DT170, 186, 187</u>	Bulletin 2
	864 x 256	28 x 8	<u>DT113, 115, 116, 117</u>	Bulletin 3
	828 x 252	28 x 8	<u>DT112, 114</u>	Bulletin 3
	720 x 208	48 x 14	<u>DT31</u>	Bulletin 3
	720 x 208	35 x 10	<u>DT165, 166</u>	Bulletin 3
	624 x 288	20 x 10	<u>DT152, 153, 156, 158</u>	Poster 1
	1664 x 832	56 x 28	<u>DT167</u>	Poster 2
	1920 x 1080	20 x 10	<u>DT157</u>	Poster 3
	1056 x 304	56 x 16	<u>DT188</u>	Bulletin 3
	644 x 196	28 x 8	<u>DT191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202</u>	Bulletin 3
	544 x 144	29 x 8	<u>DT189, 190</u>	Bulletin 2
	1088 x 320 (front side only)		<u>DT154, DT155</u>	Bulletin 3

SIMPLIFIED SIZES

**Poster 1**  
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**Bulletin 1**  
900 x 300  
**Bulletin 2**  
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1088 x 320  
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1080 x 1920  
**Vertical 2**  
2160 x 3840

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	<u>DO81</u> , <u>82</u> , <u>83</u> , <u>84</u> , <u>85</u> , <u>86</u>	Poster 1
Thunder Bay	400 x 200	20 x 10	<u>DTB162</u> , <u>163</u>	Poster 2
	320 x 260	16 x 16	DTB161	Poster 4
Hamilton	384 x 192	20 x 10	<u>DHM168</u> , <u>173</u> , <u>174</u> , <u>177</u> , <u>178</u> , <u>179</u> , <u>181</u> , <u>182</u> , <u>183</u> , <u>184</u> , <u>185</u>	Poster 2
	912 x 256	48 x 14	<u>DHM180</u>	Bulletin 2
	656 x 192	35 x 10	<u>DHM175</u> , <u>176</u>	Bulletin 2

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- 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
Montreal	720 x 208	48 x 14	<u>DM101, 106, 107, 112, 113, 116, 117</u>	Bulletin 3
	464 x 144	30 x 10	<u>DM115</u>	Bulletin 3
	858 x 242	48 x 14	<u>DM201, 202, 203, 204, 205, 206</u>	Bulletin 2
	858 x 242	35 x 10	<u>DM207, 208</u>	Bulletin 2
	1056 x 288	48 x 14	<u>DM209, 210</u>	Bulletin 2
	660 x 180	35 x 10	<u>DM211</u>	Bulletin 2
	912 x 256	48 x 14	<u>DM118</u>	Bulletin 2
	624 x 288	20 x 10	<u>DM110</u>	Poster 1
	544 x 144	29 x 8	<u>DM120, 121</u>	Bulletin 2
Chicoutimi	624 x 288	20 x 10	<u>DQ108, 109</u>	Poster 1
Québec	624 x 288	20 x 10	<u>DQ111</u>	Poster 1
	544 x 144	29 x 9	<u>DQ119</u>	Bulletin 2
	544 x 144	29 x 8	<u>DQ122, 123</u>	Bulletin 2
Shawinigan	464 x 144	30 x 10	<u>DQ114</u>	Bulletin 3
Trois-Rivières	912 x 256	48 x 14	DQ124, 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	<u>DC6</u> , <u>8</u> , <u>17</u> , <u>18</u> , <u>22</u> , <u>29</u> , <u>45</u> , <u>46</u>	Poster 1
	440 x 220	24 x 12	<u>DC501</u> , <u>503</u> , <u>504</u> , <u>505</u> , <u>510</u> , <u>511</u>	Poster 2
	720 x 352	20 x 10	<u>DC1</u> , <u>2</u>	Poster 2
	384 x 192	20 x 10	<u>DC59</u> , <u>60</u>	Poster 2
	1056 x 288	48 x 14	<u>DC506</u> , <u>507</u> , <u>508</u> , <u>509</u>	Bulletin 2
	624 x 288	20 x 10	<u>DC64</u> , <u>65</u> , <u>66</u> , <u>67</u>	Poster 1

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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	<u>DE10, 15, 16, 20, 21, 23, 24, 25, 26, 27, 28, 32, 37, 43, 44, 52, 55, 56</u>	Poster 1
	440 x 220	20 x 10	<u>DE401, 402, 404, 405, 406, 408, 409</u>	Poster 2
	1056 x 288	48 x 14	<u>DE412, 413</u>	Bulletin 2
	576 x 288	20 x 10	<u>DE414</u>	Poster 2
	400 x 200	20 x 10	<u>DE415, 416</u>	Poster 2
	900 x 300	48 x 14	<u>DE410</u>	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	<u>DV301, 302, 303, 306, 307</u>	Bulletin 2
	1056 x 288	35 x 10	<u>DV304, 305</u>	Bulletin 2
	660 x 180	35 x 10	<u>DV308, 309, 310, 311</u>	Bulletin 2
Vancouver Digital Map Stands	2160 x 3840	42" x 75"	DJVM01, 2, 3, 4, 5, 6, 7, 8, 9, 10	Vertical 2
Vancouver Digital Transit Shelters	2160 x 3840	37" x 65"	DJVT11, 12, 13, 14, 15, 16, 17, 18, 19, 20	Vertical 2

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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	<u>DR11, 14, 19</u>	Poster 1
	624 x 176	40 x 12	<u>DR38, 39</u>	Bulletin 2
Saskatoon	624 x 288	20 x 10	<u>DS9, 12, 13, 31</u>	Poster 1
	600 x 350	16 x 10	<u>DS47, 48</u>	Poster 3
	352 x 224	23 x 14	<u>DS35</u>	Poster 3
	720 x 208	48 x 14	<u>DS51, 57, 58, 62, 63</u>	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	<u>DW40</u> , <u>41</u> , <u>42</u> , <u>49</u> , <u>50</u>	Poster 1
	720 x 208	48 x 14	<u>DW36</u>	Bulletin 3
Halifax	384 x 192	20 x 10	<u>DH87</u> , <u>88</u> , <u>89</u>	Poster 2
	624 x 288	20 x 10	<u>DH61</u>	Poster 1

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