

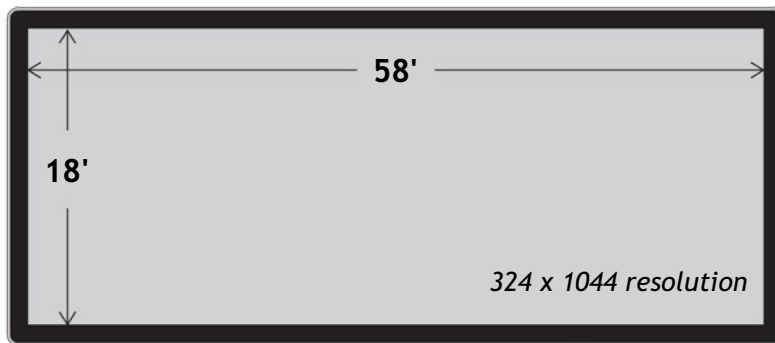
Production Specs

Chicago Digital Billboards

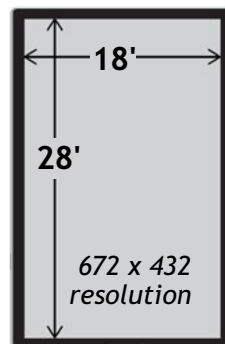
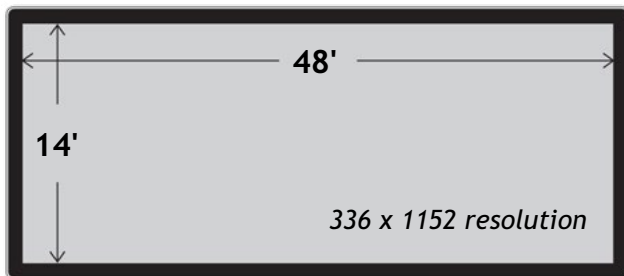
INTERSTATEJCDecaux

Display Specifications

Display Size (HxW)	18' x 58'	14' x 48'	28' x 18'
Pixel Pitch	16mm	12mm	12mm
Resolution in pixels (HxW)	324 x 1044	336 x 1152	672 x 432
Aspect Ratio	3.22:1	3.43:1	1.56:1
Orientation	Landscape		Portrait



Schematic not to scale



Display Requirements

All files must adhere to the following:

- Creatives must be submitted in three formats: 18' x 58', 14' x 48' and 28' x 18'
- Include the resolution of the creative in the file name.
(i.e. ABC_324x1044.jpg, ABC_336x1152.jpg, ABC_672x432.jpg)
- Images must adhere to the resolution size of the corresponding display
- File format: uncompressed JPG image (.jpg, .png)
- Color mode is RGB
- Creative is due 5 business days prior to contract start date
- 72 PPI

Suggestions/Guidelines for Creation of New Content

- Full motion video/animation content is not permitted; and content should be simple, direct, and easily readable.
- White backgrounds are not recommended
- Combination of contrasted colors results in better visibility at greater distances. Good contrast combinations: black on yellow, black on white, yellow on black, white on blue, yellow on blue, green on white, blue on yellow, and white on green
- Use San-Serif fonts
- Text size should be BIG! Text height should be a minimum of 1/10th the screen pixel height

Creative Submissions

Send creative files to your JCDecaux account representative via email

Notes

For production questions contact:
Digital Department
(646) 834-1212
_USDigitalDepartment@jcdecaux.com