SPECIFICATIONS

STILL
DIGITAL
COPENHAGEN

AFA Decaux

STILL

STATIC CONTENT

FORMAT: JPG, PNG

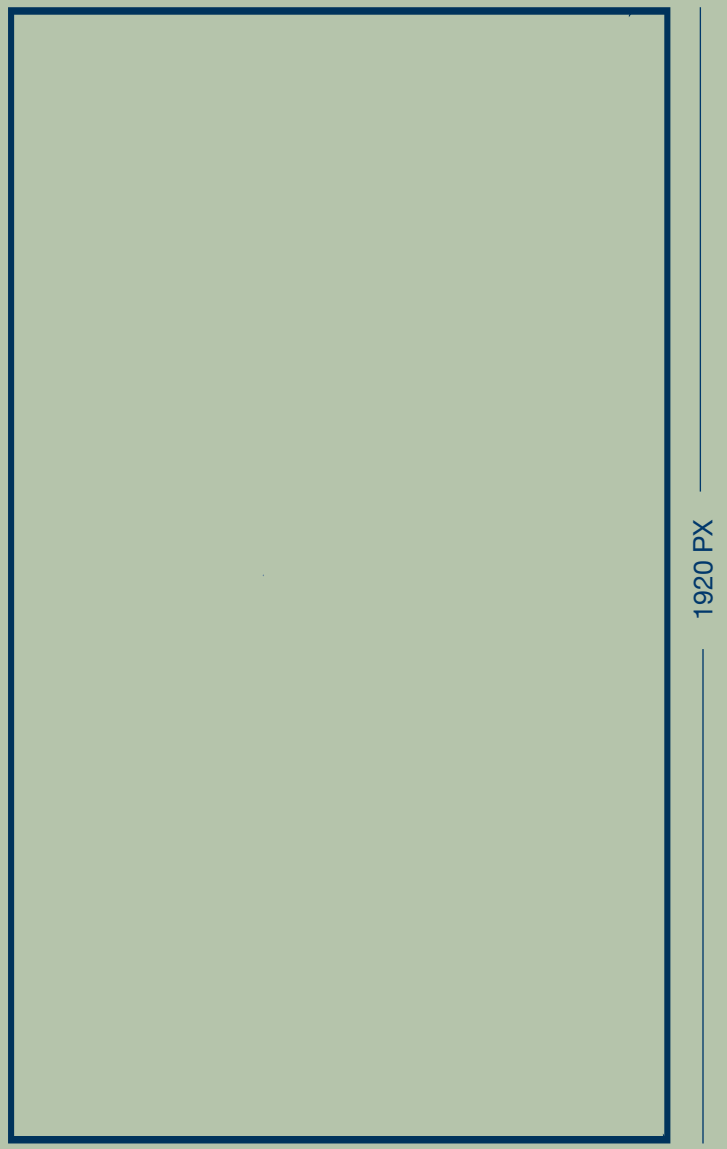
SIZE: 1080 px x 1920 px,
Full screen, no black border

FILE SIZE: Max. 30 MB

ROTATION: Portrait

COLOUR: RGB

NO ANIMATION



DEFINITION

Still creative without animation.

RESTRICTIONS

The layout must not resemble traffic signs/signals or contain symbols and pictograms that can look like road markings.

The layout must not distract motor vehicles or pedestrians through content with high contrast, such as flashing, sudden movements, or layouts representing any form of danger.

Should our concession partner decide that the above requirements are not met, a new version of the material will be required before further displays can be delivered.

AFA Decaux or our concession partner cannot be held responsible for any additional costs in this regard.

DELIVERY

Finished material is uploaded no later than 5 working days before the start of the campaign.

The files are to be named as follows:
“Order no._Advertiser_start date-end dato”
E.g. ”50000_CocaCola_100825-170825”

The files are to be sent to digital@afadecaux.dk

If you have any queries, please contact
salgssupport@afadecaux.dk

DIGITAL GUIDELINES

To ensure the success and smooth running of all digital campaigns, below are a series of simple guidelines to help.
If you have any queries, please contact salgssupport@afadecaux.dk

DIGITAL MATERIAL

When you book a digital campaign at AFA Decaux, you have the option of running several campaign motifs. Please state the number of campaign motifs when booking your campaign – however, no later than 5 working days prior to the start of the campaign, where the files also must be available to AFA Decaux.

- You pay a fixed handling fee up to five campaign motifs for DKK 4,995.00. For each subsequent campaign motif, we charge DKK 995.00.
- If the material is delivered less than 5 working days prior to your campaign going live, we cannot guarantee that the campaign goes live on time. Later material delivery must always be agreed with sales support.
- Changing the material during the campaign period must be agreed with sales support and will be charged DKK 995.00 per campaign motive.
- Handling fees must be confirmed via email by media agency or advertising agency at least five working days prior to the start of the campaign.

LIVE AND DYNAMIC CAMPAIGNS WITH EKSTER FEEDS

Live and dynamic campaigns require considerable testing, moderation and compliance.

IMPORTANT

- All digital files require testing.
- All testing and material fees must be confirmed in writing.
- A minimum of 10 working days is required for testing dynamic campaigns.
- Dynamic campaigns must be communicated to AFA Decaux at least 4 weeks in advance.
- Standard material and scheduling requests must be communicated a minimum of 7 days before the campaign start or cannot be guaranteed to go live.