

**CANADA'S
DIGITAL PORTFOLIO**

Specifications &
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 - 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 7 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

[CLICK HERE](#) to view specs for Yonge-Eglinton Centre & Yonge Dundas Square

File Specs

Colour
RGB

Naming Convention
AdvertiserName_PxlSize x PxlSize

Format
JPG - high quality

File Size
No larger than 1MB

Specifications & File Requirements



Market	File Size in Pixels (W x H)	Actual Size in Feet (W x H)	Location #	Simplified Size
Toronto	1056 x 288	35 x 10	DT101, 102, 107 - 108	Bulletin 2
	680 x 180	35 x 10	DT103, 104, 109	Bulletin 2
	1056 x 288	48 x 14	DT105, 106, 110, 111	Bulletin 2
	864 x 256	28 x 8	DT113, 115, 116, 117	Bulletin 3
	828 x 252	28 x 8	DT112, 114	Bulletin 3
	720 x 208	48 x 14	DT31	Bulletin 3
	720 x 208	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
	1920 x 1080	20 x 10	DT157	Poster 3
	1280 x 736	25 x 18	DT172	Poster 3
Pending	656 x 192	35 x 10	DT170	Bulletin 2



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Market	File Size in Pixels (W x H)	Actual Size in Feet (W x H)	Location #	Simplified Size
Ottawa	624 x 288	20 x 10	DO81 - 86	Poster 1
Thunder Bay	400 x 200	20 x 10	DTB162, 163	Poster 2
	320 x 260	16 x 13	DTB161	Poster 4
Hamilton	384 x 192	20 x 10	DHM168, 173, 174, 177, 178, 183, 184, 185	Poster 2
	912 x 256	48 x 14	DHM180	Bulletin 1
	656 x 192	35 x 10	DHM176	Bulletin 2



Specifications & File Requirements



Market	File Size in Pixels (W x H)	Actual Size in Feet (W x H)	Location #	Simplified Size
Montréal	720 x 208	48 x 14	DM101 - 107, 112, 113, 116, 117	Bulletin 3
	464 x 144	30 x 10	DM115	Bulletin 3
	858 x 242	48 x 14	DM201 - 206	Bulletin 2
	858 x 242	35 x 10	DM207 - 208	Bulletin 2
	1056 x 288	48 x 14	DM209, 210	Bulletin 2
	912 x 256	48 x 14	DM118	Bulletin 1
	624 x 288	20 x 10	DM110	Poster 1
Chicoutimi	624 x 288	20 x 10	DQ108, 109	Poster 1
Québec	624 x 288	20 x 10	DQ111	Poster 1
Shawinigan	464 x 144	30 x 10	DQ114	Bulletin 3



Specifications & File Requirements



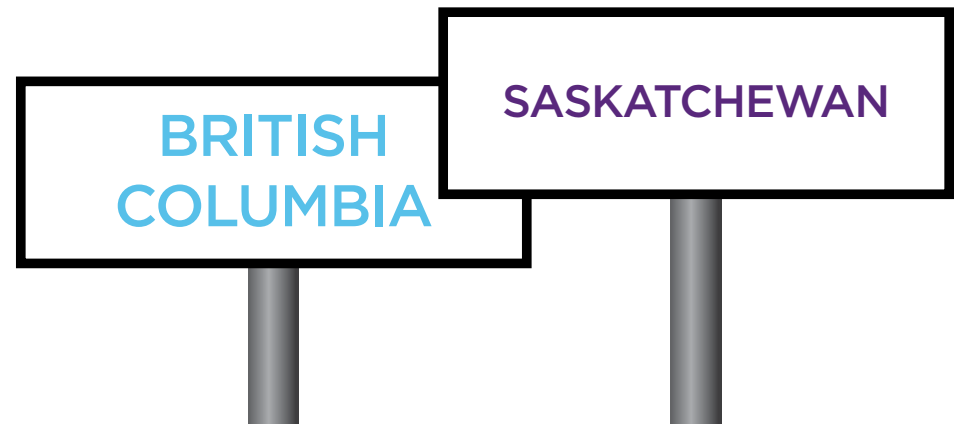
Market	File Size in Pixels (W x H)	Actual Size in Feet (W x H)	Location #	Simplified Size
Calgary	624 x 288	20 x 10	DC6, 8, 17, 18, 22, 29, 45, 46	Poster 1
	440 x 220	24 x 12	DC501 - 505, 510, 511	Poster 2
	720 x 352	20 x 10	DC1, 2	Poster 2
	384 x 192	20 x 10	DC59, 60	Poster 2
	1056 x 288	48 x 14	DC506 - 509	Bulletin 2
Pending	624 x 288	20 x 10	DC64 - 67	Poster 1
Edmonton	624 x 288	20 x 10	DE7, 10, 15, 16, 20, 21, 23 - 28, 32, 37, 43, 44, 52, 55, 56	Poster 1
	440 x 220	20 x 10	DE401 - 409	Poster 2
	1056 x 288	48 x 14	DE412, 413	Bulletin 2



Specifications & File Requirements



Market	File Size in Pixels (W x H)	Actual Size in Feet (W x H)	Location #	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 (Port Coquitlam)	660 x 180	35 x 10	DV8 - 11	Bulletin 2
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Regina	624 x 288	20 x 10	DR11, 14, 19	Poster 1
	624 x 176	40 x 12	DR38, 39	Bulletin 2
Saskatoon	624 x 288	20 x 10	DS9, 12, 13, 31	Poster 1
	600 x 350	16 x 10	DS47, 48	Poster 3
	352 x 224	23 x 14	DS35	Poster 3
	720 x 208	48 x 14	DS51, 57, 58, 62, 63	Bulletin 3



Specifications & File Requirements



Market	File Size in Pixels (W x H)	Actual Size in Feet (W x H)	Location #	Simplified Size
Winnipeg	624 x 288	20 x 10	DW40, 41, 42, 49, 50	Poster 1
	720 x 208	48 x 14	DW36	Bulletin 3
Halifax	384 x 192	20 x 10	DH87, 88	Poster 2
	624 x 288	20 x 10	DH61	Poster 1

