

**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_PxISize x PxISize

Format
JPG - high quality

File Size
No larger than 1MB

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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
	656 x 192	35 x 10	DT170 , 186 , 187	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
	1056 x 304	56 x 16	DT188	Bulletin 3
	644 x 196	28 x 8	DT191 , 192 , 193 , 194 , 195 , 196 , 197 , 198 , 199 , 200 , 201 , 202	Bulletin 3
	544 x 144	29 x 8	DT189 & DT190	Bulletin 2
	YEC • Click for Details	35 x 12	DT154 , 155	Bulletin 3

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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, 179, 181, 182, 183, 184, 185	Poster 2
	912 x 256	48 x 14	DHM180	Bulletin 1
	656 x 192	35 x 10	DHM175, 176	Bulletin 2



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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
	660 x 180	35 x 10	DM211	Bulletin 2
	912 x 256	48 x 14	DM118	Bulletin 1
	624 x 288	20 x 10	DM110	Poster 1
	544 x 144	29 x 8	DM120, 121	Bulletin 2
Chicoutimi	624 x 288	20 x 10	DQ108, 109	Poster 1
Québec	624 x 288	20 x 10	DQ111	Poster 1
	544 x 144	29 x 9	DQ119	Bulletin 2
	912 x 256	48 x 14	DQ124	Bulletin 3
	544 x 144	29 x 8	DQ122 & DQ123	Bulletin 2
Shawinigan	464 x 144	30 x 10	DQ114	Bulletin 3
Trois-Rivières *COMING SOON*	912 x 256	48 x 14	DQ124 & DQ125	*COMING SOON*



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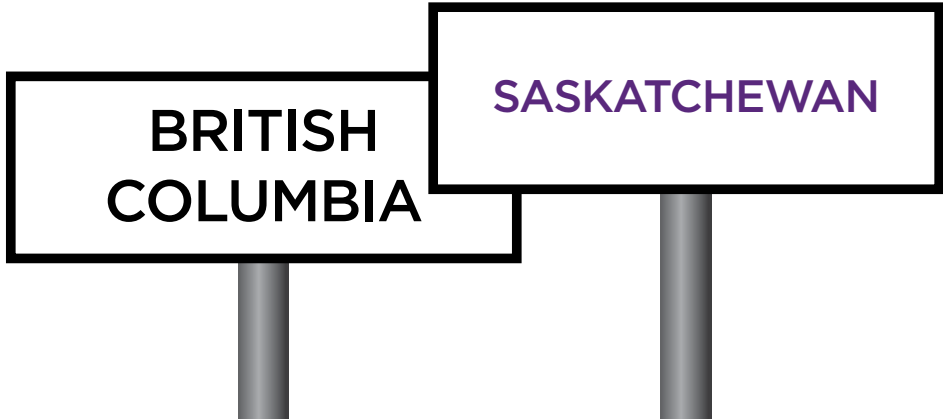
Market	File Size in Pixels (W x H)	Actual Size in Feet (W x H)	Location #	Simplified Size
Calgary	624 x 288	20 x 10	DC6, 8, 17, 18, 22, 29, 45, 46	Poster 1
	440 x 220	24 x 12	DC501, 503 - 505, 510, 511	Poster 2
	720 x 352	20 x 10	DC1, 2	Poster 2
	384 x 192	20 x 10	DC59, 60	Poster 2
	1056 x 288	48 x 14	DC506 - 509	Bulletin 2
	624 x 288	20 x 10	DC64 - 67	Poster 1
Edmonton	624 x 288	20 x 10	DE10, 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
	576 x 288	20 x 10	DE414	Poster 2
	400 x 200	20 x 10	DE415, DE416	Poster 2
	900 x 300	48 x 14	DE410	Bulletin 1



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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
	660 x 180	35 x 10	DV308 - 311	Bulletin 2
Digital Map Stands	2160 x 3840	42" x 75"	DJVM01 - 10	NA
Digital Transit Shelters	2160 x 3840	37" x 65"	DJVT11 - 20	NA
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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



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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, 89	Poster 2
	624 x 288	20 x 10	DH61	Poster 1

