

YSC DESIGN SPECIFICATIONS

Thank you for advertising with OUTFRONT at the Yonge Sheppard Centre! To help your campaign go smoothly, please follow these design specifications when creating your files so that your creative will look its very best!

Please provide creative 3-5 working days in advance of posting date.

Finished files should be sent to your Account Manager.

Files should be "camera ready" with no proofing, trim marks or extra information visible.

Avoid large areas of pure white or bright red. White tends to display unevenly and is too bright at night; bright red can cause LED bleeding.

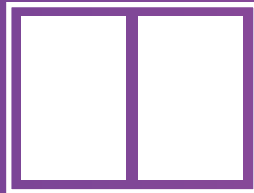
Questions or want some ideas? Our in-house creative team is here for you! Send your questions to creative@outfrontmedia.ca



DIGITAL AD COLUMNS (16)



DIGITAL AD WALL (18)



OFFICE LOBBY WITH MEDIA (2)



DIGITAL AD BULKHEAD (3)



DIRECTIONAL OVERHEAD with MEDIA (10)



LARGE GALLERIA (2)



FILE DESIGN REQUIREMENTS

YONGE SHEPPARD CENTRE

Colour
RGB

Naming Convention
AdvertiserName_ProductName
(Example: CocaCola_AdWallLeft)

Format
JPG - high quality

File Size (Static)
No larger than 1MB

Video Format
WMV, MP4, no larger than 8MB

All interior ads run for 15 seconds, and rotate through a 6 ad loop.

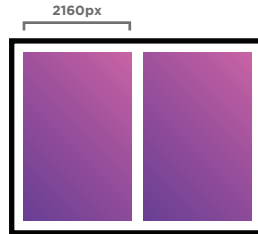
CLICK HERE
to access our
YSC illustrator
design template!



DIGITAL AD COLUMNS (16)

2160px x 3840px

Digital Columns are portrait format, 60" 4K LCD Screens.



DIGITAL AD WALL (18)

2160px x 3840px (x2)

Each Digital Ad Wall consists of two, 55" portrait screens. Each screen is 2160px x 3840p, and together, display as one side-by-side unit.

DIGITAL AD BULKHEADS (3)

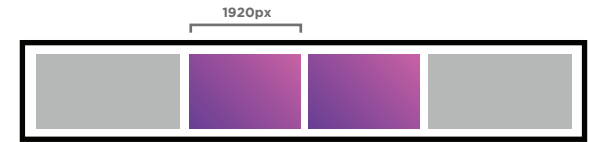


9720px x 1920px

Bulkheads display as one unit, built from 9 individual portrait screens. Please create artwork as one wide file.

44 of these screens will be live for 'Phase 1' of the release in March, and the remaining 7 screens (1 Overhead & 6 Digital Ad Walls) will be live in April.

DIRECTIONAL OVERHEAD WITH MEDIA (10)



1920px x 1080px (x2)

Each Directional Overhead consists of two landscape screens. Each screen is 1920px x 1080px. Together, they display as one side-by-side unit.

OFFICE LOBBY WITH MEDIA (1)



1920px x 1080px (x2)

The Office Lobby consists of two, 55" landscape screens. Each screen is 1920px x 1080px, and together display as one, side-by-side unit.

LARGE GALLERIA (2)



940px x 544px

Large Galleria East & West screens are both 940px x 544px.