

YONGE-DUNDAS SQUARE

Specifications & File Requirements

Media Tower (DTYDMT)

DTYD1,3
DTYD2,4

File Size in pixels (W x H)

736 x 960
640 x 960

Actual Size (W x H)

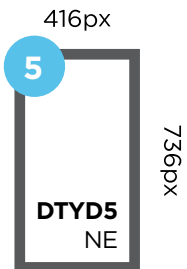
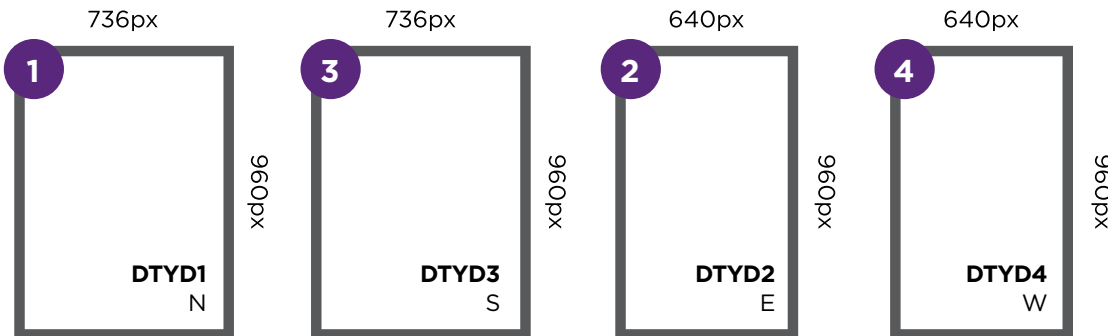
14.49' x 18.9'
12.6' x 18.9'

Northeast

DTYD5

416 x 736

8.19' x 14.49'



Resolution: 72dpi

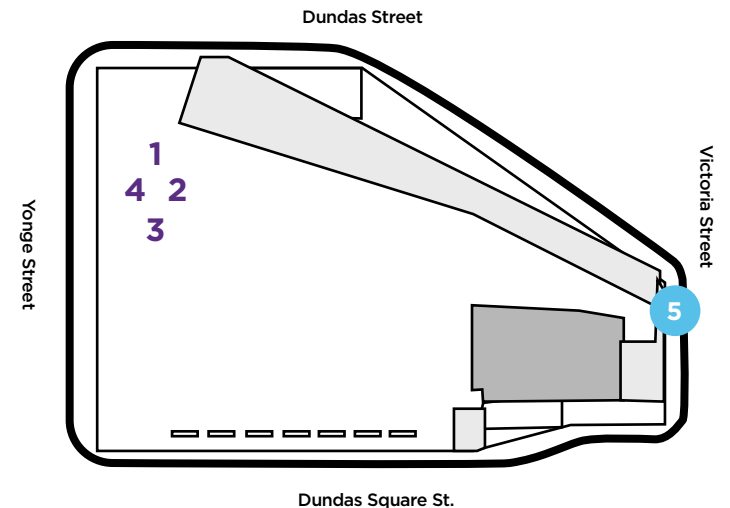
Format: JPG (high quality)
H264, MP4, WMV (target bit-rate 4, 30fps)

Loop length: 300 seconds

File size: JPG no larger than 1MB
Video no larger than 10MB

Ad length: 15, 30 seconds

Colour: RGB



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Client provided creative

- Provide complete creative files 5 days in advance of posting date. Work does not begin until all files are received.
- Files should be “camera ready” with no proofing, trim marks or extra info visible.
- Keep your content simple, bold and brief.
- Avoid large areas of white or bright red. White tends to display unevenly and is too bright at night; red can cause LED bleeding. Dark coloured backgrounds work best.
- Files requiring resizing may differ from original layouts.
- We do not offer video services. Video files must be provided ready to post. If you require general stock videos charges will apply.
- Dynamic content can be displayed in countdown clocks, sports scores, weather and temperature, etc. Graphic requirements are a layered Photoshop (.psd) file with a specific text layer that contains the sample “dummy live” data. Live data cannot contain any Photoshop type effects such as kerning, leading, font adjustments, etc. Live data fonts must be Windows-based.

OUTFRONT created artwork

- Provide logos as vector files, photos should be high resolution, supply any required fonts. If you have any past or existing creative that you are using, please send it as well.
- Design requests must be sent to creative@outfrontmedia.ca at least **3 weeks** prior to posting date. Please send OUTFRONT any brand assets and/or working files you would like used in the design process.
- Provide a briefing for your design campaign objectives - What is your message? Who is your target group? What result are you trying to achieve? Supply any information that may be of importance.
- OUTFRONT will design one layout based on the information you provide to us.
- Two minor revisions are allowed during the approval process. More than two minor revisions will be charged at \$150 per request.



OUTFRONT created artwork requests should be sent to creative@outfrontmedia.ca

Final files should be sent to your Account Manager cc. your Client Service Coordinator