

DIGITAL STREET FURNITURE Advertising Program

Technical Specifications & Submission Guidelines

File Specifications

Please make sure your piece adheres to the following specifications:

- Colour: RGB
- Format: JPG – high quality
- File Size in pixels: 2160w x 3840h in pixels; no larger than 1MB
- 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 bleeds.
- Files not meeting the specifications will be returned for correction

File Naming Convention

COV_ your organization name_ your campaign name_2160Wx3840H.jpg

Sending Your File

Once your piece is ready, please do the following:

1. Double check that your file is less than 1MB.
2. Attach your file to a notification email with the subject line: "DIGITAL STREET FURNITURE SUBMISSION - (your organization name here)" and send to tsavanlive@vancouver.ca
3. Check your inbox for a confirmation email that your file has been received and meets all required specifications.

Need Program Information?

- Please contact Cultural Services by emailing: tsavanlive@vancouver.ca