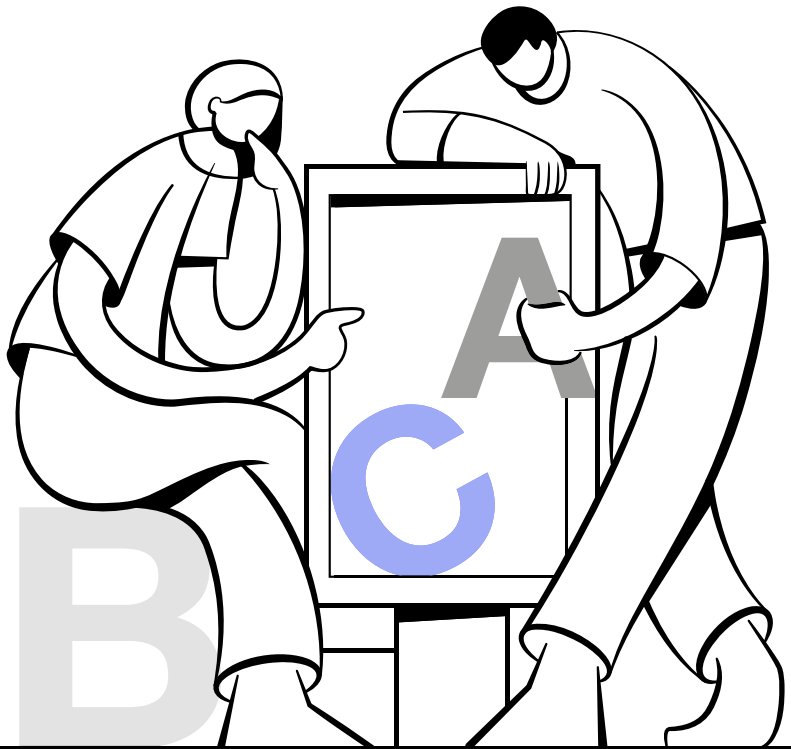


# Delivery specifications 2026



# Customer Success **Meet the team**

## Our department consists of 3 sub departments:

### CAMPAIGN PLANNERS

nl.campaignplanner@jcdecaux.com

#### **Campaign planning is happy to help with:**

- Adjusting customer data
- Together with the Account Manager responsible for customer package
- Developing campaign-related requests, provisional location list and IDS files
- Preparing and sending the contracts
- Placement orders/signed contracts
- Monitoring Digital campaigns
- Preparation of final reports Digital campaigns

### CS INVOICE SPECIALIST

#### **CS Invoice Specialist is happy to help with:**

- Sending and checking advertiser-related invoices
- Answering all questions regarding an invoice
- Accounts receivable management

### ADOPS

nl.adops@jcdecaux.com

#### **AdOps is happy to help with:**

- Content Digital campaigns
- Artwork Transport campaigns (Tram/Pont)
- Monitoring Transport campaigns
- Requesting printed matter
- Sending campaign photography
- Sending the final location lists and IDS files
- Hanging instructions
- Delivery specifications (Print, Digital, Tram and Pont)
- Find your booked tram via [www.buspositives.nl](http://www.buspositives.nl)

# Delivery dates **Poster**

Campaign week	Delivery date Poster
1*	Wednesday, December 17 2025
2*	Tuesday, December 23 2025
3*	Tuesday, December 30 2025
4	Wednesday, January 7 2026
5	Wednesday, January 14 2026
6	Wednesday, January 21 2026
7	Wednesday, January 28 2026
8	Wednesday, February 4 2026
9	Wednesday, February 11 2026
10	Wednesday, February 18 2026
11	Wednesday, February 25 2026
12	Wednesday, March 4 2026
13	Wednesday, March 11 2026
14	Wednesday, March 18 2026
15	Wednesday, March 25 2026
16	Wednesday, April 1 2026
17	Wednesday, April 8 2026
18	Wednesday, April 15 2026
19	Wednesday, April 22 2026

<b>Campaign week</b>	<b>Delivery date Poster</b>
20	Wednesday, April 29 2026
21	Wednesday, May 6 2026
22	Wednesday, May 13 2026
23	Wednesday, May 20 2026
24	Wednesday, May 27 2026
25	Wednesday, June 3 2026
26	Wednesday, June 10 2026
27	Wednesday, June 17 2026
28	Wednesday, June 24 2026
29	Wednesday, July 1 2026
30	Wednesday, July 8 2026
31	Wednesday, July 15 2026
32	Wednesday, July 22 2026
33	Wednesday, July 29 2026
34	Wednesday, August 5 2026
35	Wednesday, August 12 2026
36	Wednesday, August 19 2026
37	Wednesday, August 26 2026
38	Wednesday, September 2 2026

<b>Campaign week</b>	<b>Delivery date Poster</b>
39	Wednesday, September 9 2026
40	Wednesday, September 16 2026
41	Wednesday, September 23 2026
42	Wednesday, September 30 2026
43	Wednesday, October 7 2026
44	Wednesday, October 14 2026
45	Wednesday, October 21 2026
46	Wednesday, October 28 2026
47	Wednesday, November 4 2026
48	Wednesday, November 11 2026
49	Wednesday, November 18 2026
50	Wednesday, November 25 2026
51	Wednesday, December 2 2026
52	Wednesday, December 9 2026
53	Wednesday, December 16 2026

\* Due to holidays, different delivery dates.

# Percentage spare poster

Number of slots	Percentage %
1 up to and including 2	200%
3 up to and including 6	100%
7 up to and including 9	40%
10 up to and including 19	30%
20 up to and including 29	25%
30 up to and including 39	20%
40 up to and including 250	15%
251 up to and including 1249	10%
1250 up to and including 2000	7,50%

# Delivery dates **Tram artwork**

Campaign week	Delivery date tram artwork
1	Monday, December 15 2025
2	Monday, December 22 2025
3	Monday, December 29 2025
4	Monday, January 5 2026
5	Monday, January 12 2026
6	Monday, January 19 2026
7	Monday, January 26 2026
8	Monday, February 2 2026
9	Monday, February 9 2026
10	Monday, February 16 2026
11	Monday, February 23 2026
12	Monday, March 2 2026
13	Monday, March 9 2026
14	Monday, March 16 2026
15	Monday, March 23 2026
16	Monday, March 30 2026
17*	Friday, April 3 2026
18	Monday, April 13 2026

<b>Campaign week</b>	<b>Delivery date tram artwork</b>
19	Monday, April 20 2026
20*	Friday, April 24 2026
21	Monday, May 4 2026
22	Monday, May 11 2026
23	Monday, May 18 2026
24*	Friday, May 22 2026
25	Monday, June 1 2026
26	Monday, June 8 2026
27	Monday, June 15 2026
28	Monday, June 22 2026
29	Monday, June 29 2026
30	Monday, July 6 2026
31	Monday, July 13 2026
32	Monday, July 20 2026
33	Monday, July 27 2026
34	Monday, August 3 2026
35	Monday, August 10 2026
36	Monday, August 17 2026
37	Monday, August 24 2026

<b>Campaign week</b>	<b>Delivery date tram artwork</b>
38	Monday, August 31 2026
39	Monday, September 7 2026
40	Monday, September 14 2026
41	Monday, September 21 2026
42	Monday, September 28 2026
43	Monday, October 5 2026
44	Monday, October 12 2026
45	Monday, October 19 2026
46	Monday, October 26 2026
47	Monday, November 2 2026
48	Monday, November 9 2026
49	Monday, November 16 2026
50	Monday, November 23 2026
51	Monday, November 30 2026
52	Monday, December 7 2026
53	Monday, December 14 2026

\* Due to holidays, different delivery dates.

# Delivery dates **Ferry artwork**

Campaign week	Delivery date ferry artwork
1	Monday, December 8 2025
2	Monday, December 15 2025
3	Monday, December 22 2025
4	Monday, December 29 2025
5	Monday, January 5 2026
6	Monday, January 12 2026
7	Monday, January 19 2026
8	Monday, January 26 2026
9	Monday, February 2 2026
10	Monday, February 9 2026
11	Monday, February 16 2026
12	Monday, February 23 2026
13	Monday, March 2 2026
14	Monday, March 9 2026
15	Monday, March 16 2026
16	Monday, March 23 2026
17	Monday, March 30 2026
18*	Friday, April 3 2026

<b>Campaign week</b>	<b>Delivery date ferry artwork</b>
19	Monday, April 13 2026
20	Monday, April 20 2026
21*	Friday, April 24 2026
22	Monday, May 4 2026
23	Monday, May 11 2026
24	Monday, May 18 2026
25*	Friday, May 22 2026
26	Monday, June 1 2026
27	Monday, June 8 2026
28	Monday, June 15 2026
29	Monday, June 22 2026
30	Monday, June 29 2026
31	Monday, July 6 2026
32	Monday, July 13 2026
33	Monday, July 20 2026
34	Monday, July 27 2026
35	Monday, August 3 2026
36	Monday, August 10 2026
37	Monday, August 17 2026

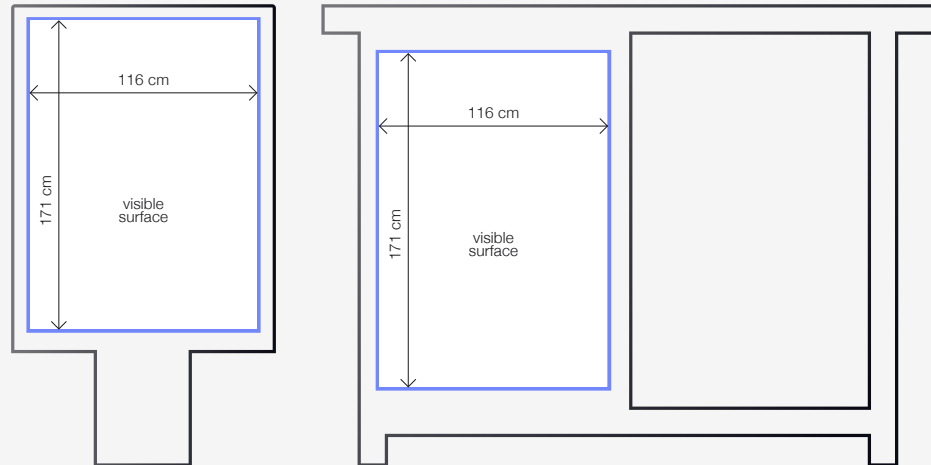
<b>Campaign week</b>	<b>Delivery date ferry artwork</b>
38	Monday, August 24 2026
39	Monday, August 31 2026
40	Monday, September 7 2026
41	Monday, September 14 2026
42	Monday, September 21 2026
43	Monday, September 28 2026
44	Monday, October 5 2026
45	Monday, October 12 2026
46	Monday, October 19 2026
47	Monday, October 26 2026
48	Monday, November 2 2026
49	Monday, November 9 2026
50	Monday, November 16 2026
51	Monday, November 23 2026
52	Monday, November 30 2026
53	Monday, December 7 2026

\* Due to holidays, different delivery dates.

# Technical specifications

## Bus shelters & CLP's

### Technical drawing



### Poster size

118,5 cm wide x 175 cm high.

### Visible surface

116 cm wide x 171 cm high.

### Margin

JCDecaux recommends to use a 3 cm Margin at the edges of the posters when placing text and logo's in the design.

### Paper

PEFC or FSC certified paper.  
135 to 150 g/m<sup>2</sup> matt coated paper (for the purpose of illumination).

### Prepress

Technical specifications available at printing office.

### Number

Order quantity plus X% reserve material (see page 'percentage spare posters').

### Material delivery

Flat on pallet with visible side up. **Deadline: 8 days before the start of the campaign.**

### Delivery address

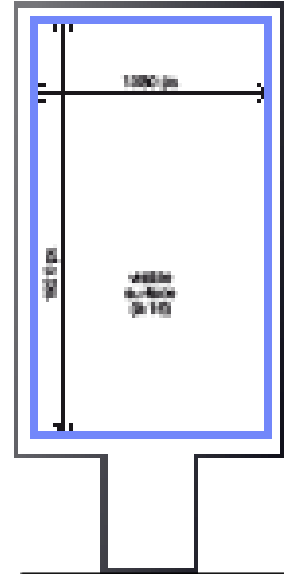
JCDecaux Nederland, Centraal Magazijn, Zenderstraat 27, 1324 KR te Almere.  
Tussen 07.00 uur en 15.00 uur. Telefoon: 020 - 660 75 00.

# Technical specifications

## Digital CLP

**Size** 1080 pixels wide x 1920 pixels high,  
which is a 9:16 ratio (vertical)

**Duration** Still: 6 seconds  
1 static image during 6 seconds  
Animated Still: 6 seconds  
Image with a slow animation and/or transition added  
Full Motion: 6 seconds  
Video with a maximum frame rate of 25 frames per second



**File type** JPG, MPEG-4/ mp4, HTML5

**File size** Still: 1MB maximum file size  
Animated Still / Full Motion: 5MB maximum file size

**Frame rate** Maximum 25 frames per second.

**Colour type** RGB      **Audio** None

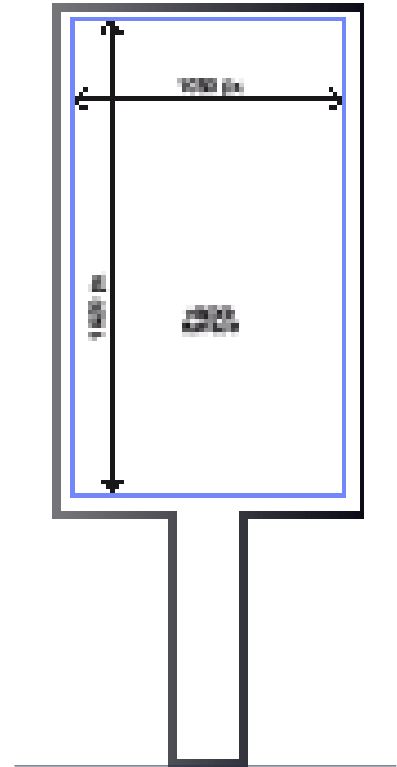
**Material delivery** 5 working days before start date stating: the contract number  
by email to [nl.adops@jcdecaux.com](mailto:nl.adops@jcdecaux.com).

City	Spot length	Loop length	Visibility	
Amsterdam	6 sec	36 sec	05:00 - 01:00	Still
The Hague Centre	6 sec	36 sec	05:00 - 01:00	Still, Animated Still, Full motion
The Hague Other	6 sec	36 sec	05:00 - 01:00	Still, Animated Still
Utrecht	6 sec	36 sec	05:00 - 01:00	Still
Rotterdam	6 sec	36 sec	05:00 - 01:00	Still, Animated Still, Full motion
Haarlem	6 sec	36 sec	05:00 - 01:00	Still
Breda	6 sec	36 sec	05:00 - 01:00	Still, Animated Still
Rijswijk	6 sec	36 sec	05:00 - 01:00	Still, Animated Still
Leidschendam	6 sec	36 sec	05:00 - 01:00	Still
Zwolle	6 sec	36 sec	05:00 - 01:00	Still
Enschede	6 sec	36 sec	05:00 - 01:00	Still, Animated Still

# Technical specifications

## Avenue

<b>Afmeting</b>	1080 pixels wide x 1920 pixels high, which is a 9:16 ratio (vertical)
<b>Duration</b>	6 seconds.
<b>Formaat</b>	JPG, MPEG-4/ mp4, HTML5
<b>File size</b>	Still: 1MB maximum file size Animated Still / Full Motion: 5MB maximum file size



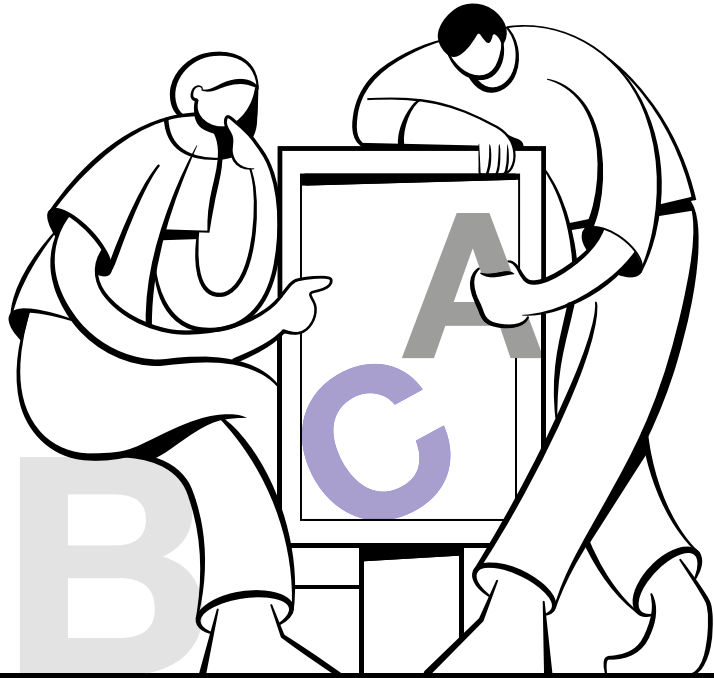
**Frame rate** Maximum 25 frames per second.

**Kleurindeling** RGB

**Audio** None

**Aanlevering** 5 working days before start date stating: the contract number  
by email to [nl.adops@jcdecaux.com](mailto:nl.adops@jcdecaux.com).

City	Spot length	Loop length	Visibility	
Amsterdam	6 sec	36 sec	05:00 - 01:00	Still, Animated Still
Rotterdam	6 sec	36 sec	05:00 - 01:00	Still, Animated Still
The Hague	6 sec	36 sec	05:00 - 01:00	Still
Utrecht	6 sec	36 sec	05:00 - 01:00	Still
Eindhoven	6 sec	36 sec	05:00 - 01:00	Still
Arnhem	6 sec	36 sec	05:00 - 01:00	Still
Zwolle	6 sec	36 sec	05:00 - 01:00	Still
Ouder-Amstel	6 sec	36 sec	05:00 - 01:00	Still



## Disclaimer

### Posters

- The posters will be put up during the campaign week on Monday night and Tuesday night. The bus shelter campaign will be fully displayed by 12 noon on Wednesday morning at the latest.

### Trams

- Tram campaigns always run from Monday to Sunday. Tram stickers are applied on the weekend before the campaign week and removed on the weekend before the end of the campaign week.
- This may be subject to change due to occupancy, maintenance or emergencies.\*
- Requesting tram lines is possible subject to availability.
- The transport companies make every effort to keep the tram running as much as possible; no rights can be derived from this..

### Ferry

- Ferry campaigns always run from Monday to Sunday. The ferry stickers are applied during the weekend before the start of the campaign and removed during the weekend before the end of the campaign week.
- This may be subject to change due to occupancy, maintenance or emergencies.\*
- The ferry is always wrapped outside. This means we are dependent on the weather. In case of rain, strong winds or cold temperatures, wrapping cannot take place. This may mean that the wrapping of the ferry has to be postponed at the last minute by a few days.
- The GVB makes every effort to keep the ferry running as much as possible; no rights can be derived from this..

\* Due to the aforementioned disclaimers, the transport campaign may run earlier or later than the campaign period. Please take this into account for promotional campaigns or portrait rights.

# Advertising bans and local guidelines

New laws and regulations on outdoor advertising bring several changes. In addition to the general advertising bans, there are now also local rules that vary across municipalities.

We understand that this can make it challenging to determine exactly what is allowed and what isn't. To make things easier and to offer some guidance, we've created an

overview that clearly highlights the local differences and restrictions across municipalities by category.

The table below gives you all the relevant information at a glance. Do you have any questions or would you like advice on what's possible within the new rules and regulations? Please feel free to contact your account manager, we're always happy to help.

	Alcohol	Fossil	Meat/Fish
The Hague		X	
Haarlem		X	X
Zwolle	X	X	
Tram & Ferry (Amsterdam)	X	X*	

\* Advertising for electric, hybrid or hydrogen vehicles is permitted, and advertising for airlines without a price indication is permitted.