

# specifications

## Uitkrant

### Specifications

- 64 inside pages, 4 cover pages, stapled
- Inside page paper: 80 grams wood free offset
- Cover paper: 170 grams wood free Maco Sat
- Adhere to measurement of chosen ad
- Magazine specifications: Type page: 210 x 276 mm, type area: 185 x 252 mm  
For ads without a border, include a 5mm bleed for trim
- Material: certified PDF (no Pantone colours, image resolution 300 dpi)

### Deadlines

edition	reservation	material	publication date
June	Wed 01-05	Thur 09-05	Thur 23-05
July/Aug	Wed 29-05	Thur 06-06	Thur 20-06
Sep	Wed 31-07	Thur 08-08	Thur 22-08
Oct	Wed 28-08	Thur 05-09	Thur 19-09
Nov	Wed 02-10	Thur 10-10	Thur 24-10
Dec/Jan	Wed 30-10	Thur 07-11	Thur 21-11

\* Please note: For advertisements on the cover, material must be supplied one week earlier.

### Sizes

	size wxh in mm
1/1 page	210 x 276
1/2 page portrait	95 x 255
1/2 page landscape	195 x 125
1/4 page	95 x 125
IM small	35 x 50
IM large	73 x 50

### Delivery address for materials

materiaal@iamsterdam.com

## Uitmail

### E-flyer specifications/tip small

- Title 38 characters max incl. spaces
- Location: 20 characters max incl. spaces
- Play period: 20 characters max (incl. spaces)
- Body text: 190 characters max (incl. spaces)
- Image: 277 x 150 pixels (WxH)/ 72 dpi
- Video: preferably HD format (for e-flyer only)
- Method: upload your video to YouTube and send the link to us.

### E-flyer specifications/tip large

- Title 38 characters max incl. spaces
- Body text: 150 characters max (incl. spaces)
- Image: 585 x 325 pixels (WxH)/ 72 dpi
- Video: preferably HD format (for e-flyer only)
- Method: upload your video to YouTube and send the link to us.

### Banner specifications

- vertical banner: image: 300 x 470 pixels, max 50 kB, jpg
- rectangle banner: image: 640 x 240 pixels, max 50 kB, jpg

### Agenda website delivery specifications

- 1800x1200 pixels, max 50 KB, jpg
- copy for agenda item website including Dutch & English version
- max. 300 words

### For all types of advertisements

- provide the desired URL link
- Flash banners or animated GIFs are not possible

### Deadline

Five working days prior to distribution

### Delivery address for materials

uitmail@iamsterdam.com (cc to account manager)

## I amsterdam Store

### Information

Are you interested in an Isle, Window or Wall display? Send your e-mail for further information to [partner@iamsterdam.com](mailto:partner@iamsterdam.com)

## I amsterdam Store narrowcasting

### I amsterdam Store narrowcasting consists of:

- In-store full HD video wall, consisting of nine connected 55-inch screens, with a diagonal measurement of more than four metres.
- Two separate 42-inch full HD shop window screens
- Landing page of four self-service iPads, with a click-through to your website, webshop or reservations module

### Specifications

- You can supply static images in JPEG format.
- The image is landscape format, 1920 x 1080 pixels (w x h) with a maximum file size of 5MB. For good readability we advise font size 40 up to a maximum of font size 70.
- Moving images: video should be supplied as an MP4 file, resolution 1920 x 1080 pixels (w x h). When playing video, sound is not possible.
- URL for landing page on iPads.
- amsterdam&partners reserves the right to refuse presentations or to adapt them in consultation.
- Updates systematically take place on Mondays.

### Run time

- Gemiddelde looptijd etalageschermen: 3 minuten zichtbaarheidsduur 2x5 seconden
- Gemiddelde looptijd video wall: 6 minuten zichtbaarheidsduur 1x5 seconden

### Bookings

10 werkdagen voor startdatum via [partner@iamsterdam.com](mailto:partner@iamsterdam.com)

### Delivery address for materials

7 working days prior to the start date via [partner@iamsterdam.com](mailto:partner@iamsterdam.com)

## iamsterdam.com

### Banner specifications

- Image: max 95 KB
- Adhere to the measurement of the selected banner type.
- Provide an image (GIF, JPG or PNG) to this end. Animated images are also possible.
- Also deliver a back-up for display on mobile devices (table, smartphone, iPhone, iPad).
- provide the desired URL link

type of advertisement		size wxh
Billboard		970x250
Regular set of banners	Medium rectangle	300x250
	Large rectangle	336x280
	Large leaderboard	970x90
	Leaderboard	728x90
	Medium leaderboard	720x300

### Video ad header position specifications

- Run time at least 1 month
- Maximum 4 advertisers per run
- Material: HD video, no text in image
- Video length: max 10 sec.
- Size: 1980x1020 h.264 codec

### Deadline

Five working days prior to campaign period

### Delivery address for materials

Banners: [partner@iamsterdam.com](mailto:partner@iamsterdam.com) (cc to account manager; except for Agenda advertisements)

Video ad: [informatie@iamsterdam.com](mailto:informatie@iamsterdam.com) & [partner@iamsterdam.com](mailto:partner@iamsterdam.com) (cc to account manager)

### Highlighted item specifications

- Place your event on our site via <https://www.iamsterdam.com/aanleveren>
- Image: 1800x1020 px, max 50 kB, JPG
- PLEASE NOTE: No flash banners or animated GIF options No text in image
- Delivery date for materials: minimum of 1 week prior to start of campaign
- Partners can log-in via NDTRC database

# specifications

## Out of home- MUPI B-side

### Poster networks

#### Specifications

- Format 118,5 x 175 cm
  - Rotating: 230\* posters for each campaign, per week
  - Fixed: 125\* posters for each campaign, per week
- \* this additional delivery is necessary for distribution across 15 districts.

#### Submit

- Flat on pallet, clearly stating the campaign week, number of posters and including the campaign picture
- Between 07.00 am and 3.00 pm
- Address: JCDecaux Nederland BV, Zenderstraat 27, 1324 KR Almere
- Contact: Internal Sales Dept , 020 - 660 75 00, verkoopbinnen@jcdecaux.com
- If not submitted 1 week before the start of the campaign, € 400 will be charged for additional costs.

### Digital screens

#### Specifications

- Dimensions: 1080 x 1920 pixels high (16:9)
- Delivery: Content – rotate 90 degrees.
- Frame rate: 25 frames per second
- Image: size: JPG, GIF, PNG, no animated GIFs
- Image: Colour coding: RGB
- Video: format: MPEG-4/.mp4
- Video: Audio: none

#### Delivery address for materials

No later than 4 working weeks prior to the start of the campaign to: [brand@iamsterdam.com](mailto:brand@iamsterdam.com) and [partner@iamsterdam.com](mailto:partner@iamsterdam.com)  
Contact: Internal Sales Dept 020 - 660 75 00, [verkoopbinnen@jcdecaux.com](mailto:verkoopbinnen@jcdecaux.com)  
If campaign material is delivered later than one week prior to the start, a surcharge of €400 (excl. of VAT) will be payable.

### Sponsor inclusion

- In an area of up to 330 px wide x 110 px high, placed at the bottom of the film\*
  - This pertains to commercial sponsor logos; for municipal logos etc., this restriction does not apply\*
  - Messages of commercial, political content and/or religious components/significance are contractually excluded, as well as personnel recruitment and fundraising.
- \* JCDecaux reserves the right not to place posters that do not comply with the required specifications.

### Use of 'I amsterdam' branding

Prior to using 'I amsterdam' in production, it should first be checked by our designers. Send the file to [brand@iamsterdam.com](mailto:brand@iamsterdam.com). We do our best to respond within three working days. Please take this into account in your planning, including possible adjustments to the lay-out that may be required. The brand manual can be found by clicking on [this link](#). The logo is included as an attachment.

Please ensure that all materials using the 'I amsterdam' slogan are approved prior to use.

Messages of commercial, political content and/or religious components/significance are contractually excluded, as well as personnel recruitment and fundraising.

### Please note

A PDF of the poster must be sent for checking, four weeks prior to the start of the campaign, to: [partner@iamsterdam.com](mailto:partner@iamsterdam.com)

## Out of home - A0 Media

### Poster A0 format

#### Specifications

- File format: width 84 cm x height 119.6 cm
- Final format: width 84 cm x height 118.8 cm
- View format: width 80 cm x height 114 cm
- Resolution: 300 DPI
- Colour mode: CMYK
- File type: Certified PDF

#### Submit

- Material: min. 115 gr. and max 160 gr. paper/with blueback.
- Counter-pressure: No
- Number: according to entry + 30% reserve
- Posters must be submitted no later than 4 weeks before the starting date of the campaign, stating the campaign name and the project number.
- Submission is at the customer's expense and risk.

#### Submission address

[partner@iamsterdam.com](mailto:partner@iamsterdam.com)

### Poster A1 format

#### Specifications

- File format: width 59.8 cm x height 84.4 cm
- Final format: width 59.4 cm x height 84 cm
- View format: width 59.4 cm x height 84 cm
- Resolution: 300 DPI
- Colour mode: CMYK
- File type: Certified PDF

#### Submit

- Material: 135 gr. glossy paper/no blueback
- Counter-pressure: No
- Number: according to entry
- Posters must be submitted no later than 4 weeks before the starting date of the campaign, stating the campaign name and the project number.
- Submission is at the customer's expense and risk.

#### Submission address

[partner@iamsterdam.com](mailto:partner@iamsterdam.com)

## Out of home - A0 Media

### Billboard Poster

#### Specifications

- File format: width 332.8 cm x height 236.8 cm
- Final format: width 332 cm x height 236 cm
- View format: width 332 cm x height 236 cm
- Resolution: 300 DPI
- Colour mode: CMYK
- File type: Certified PDF

#### Submit:

- Material: 120 gr. paper/no blueback
- Counter-pressure: No
- Number: according to entry + 30% reserve
- Posters must be submitted no later than 4 weeks before the starting date of the campaign, stating the name of the campaign and the project number
- Submission is at the customer's expense and risk.

#### Submission address

partner@iamsterdam.com

## Out of home - CS Digital Media

### Specifications

- Ratio: 9:16
- Extension: MPG4
- Codec: H264
- Resolution: 1080 x 1920
- Max. bit rate: 8000 kbps
- Aspect ratio: square
- Frame rate: 25 per second
- Format: portrait / landscape

### Submit

The ready made campaign slogan must be in the possession of CS Digital Media for the attention of the Traffic Department no later than 5 business days before the first broadcasting date. We recommend sending large attachments exceeding 5 MB via wetransfer.com. If the submitted documents do not meet the following specifications they may be rejected for broadcasting.

### Submission address:

partner@iamsterdam.com & traffic@csdigitalmedia.nl

## Out of home - Schiphol Airport

### Specifications

#### Digital 000 Schiphol Specifications

- size: 1080 x 1920 pixels (portrait)
- file type: GIF/JPG
- max. file size: 4 mb

#### Digital Reclaim Network

- size: 1920 x 1080 pixels (landscape)
- file type: AVI/MPEG4
- max. file size: 10 mb

#### Astrovision

- size: 1368 x 768 pixels (landscape)
- file type: AVI/MPEG4
- max. file size: 10 mb

#### Digital Plaza Package

- size: 1080 x 1920 pixels (portrait)
- file type: JPEG (72 dpi and sRGB colour profile)
- max. file size: 4 mb per image

#### Digital Triangle Package Reclaim

- size: 1920 x 1080 pixels (landscape)
- file type: AVI/MPEG4
- max. file size: 10 mb

### Use of I amsterdam branding

The use of the I amsterdam branding is mandated by Schiphol Media.

### Sponsor inclusion

- Logos of commercial parties may be included in artwork by prior agreement.
- Webshops, shopping centres, etc. are excluded. Schiphol reserves the right to disapprove artwork.

### Deadlines

- Deadlines: Bookings five working days prior to start date.
- Material: three working days prior to start date.

### Delivery address for materials

partner@iamsterdam.com

# specifications

## I amsterdam Magazine

### Specifications

- 80 inside pages, 4 cover pages, lumbback
- Inside page paper: 80 grams UPM Star Silk
- Cover paper: 170 grams wood free Maco Sat with silk UV coating
- Adhere to measurement of chosen ad
- Magazine specifications: Type page: 210 x 276 mm, type area: 185 x 252 mm  
For ads without a border, include a 5mm bleed for trim
- Material: certified PDF (no Pantone colours, image resolution 300 dpi)

### Deadlines

edition	reservation advertorials	reservation advertisement	material advertorials	material advertisement*	publication date
Juni/July/Aug	09-04	15-04	16-04	26-04	23-05
Sept/Oct/Nov	09-07	15-07	16-07	26-07	22-08
Dec/Jan/Feb	08-10	14-10	15-10	25-10	21-11

\* Please note: For advertisements on the cover, material must be supplied one week earlier

### Formaten

	size wxh in mm
1/1 pae	210 x 276
1/2 page portrait	90 x 252
1/2 page landscape	185 x 125
1/4 page	90 x 125
IM small	35 x 50
IM large	70 x 50

### Delivery address for materials

materiaal@iamsterdam.com

## Narrowcasting visitor centres

### Specifications

- Static image (options 1 and 2): You can supply static images in JPG format. These should be a landscape image of 1920x1080 pixels (w x h)
- Moving image (option 3): video should be supplied as an MP4 file, resolution 1920 x 1080 pixels (w x h). When playing video sound is not possible.
- For good readability, we advise you to use a font size of 40 or larger and no more than 100 characters per 10 seconds of run time.
- amsterdam&partners reserves the right to refuse presentations or to make adjustments in consultation.
- Updates take place automatically on the first day of the month. A different start date can be negotiated.
- advertisements that are provided in accordance with specifications can be placed within five working days.

### Deadlines

Deliver materials (ready to go): 7 days prior to the information screen update

### Delivery address for materials

partner@iamsterdam.com  
narrowcasting@iamsterdam.com

## MICEdition & newsletter

### MICEdition Specifications

- copy: 180 (small), 220 (medium), 300 (large) words
- Photo: high resolution

### MICE newsletter specifications

- copy: 180/220/300 + 100 words
- Photo: landscape, high resolution

### Delivery address for materials

partner@iamsterdam.com