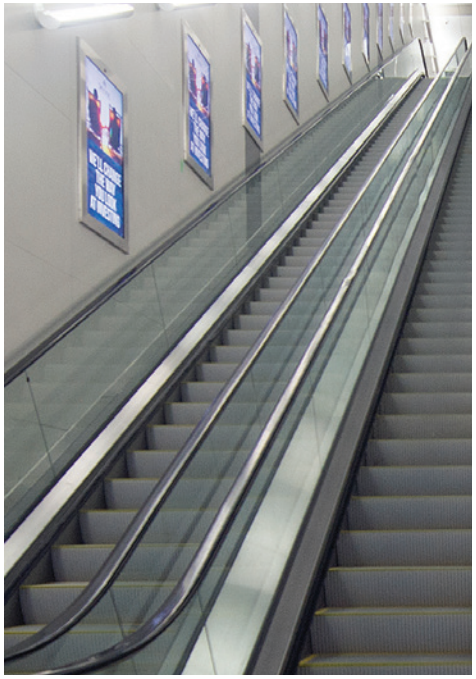














BILLY BISHOP TORONTO CITY AIRPORT

Pedestrian Tunnel Advertising

MECHANICAL SPECS & CREATIVE GUIDELINES

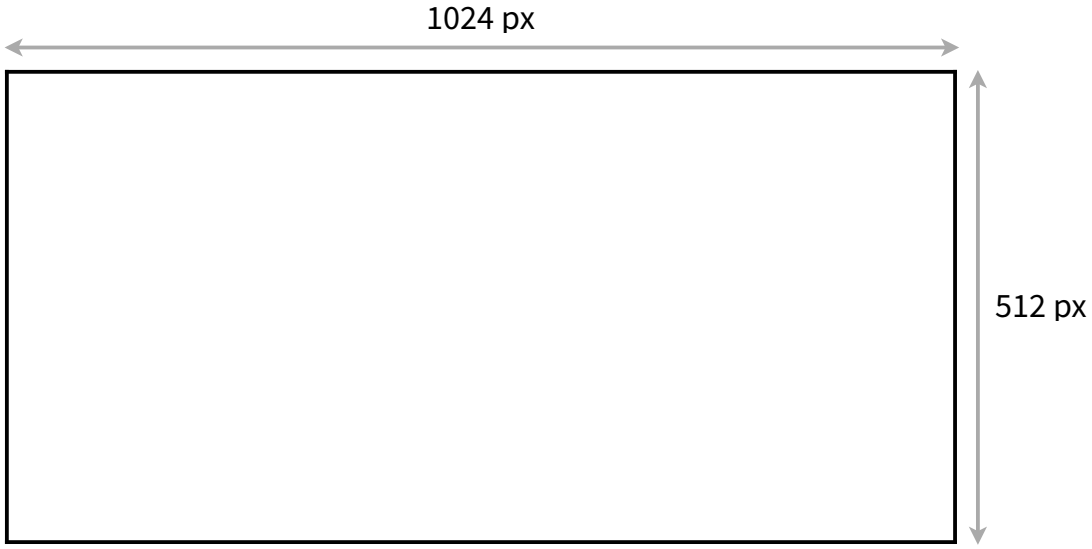
AÉROPORT DE TORONTO
BILLY BISHOP
TORONTO CITY AIRPORT

For sales inquiries, please contact **Jeremy Kahnert** | **jkahnert@billybishoptunnel.com** | **416-726-2545**

FEATURE DD-B | MAINLAND PAVILION | UPPER LEVEL

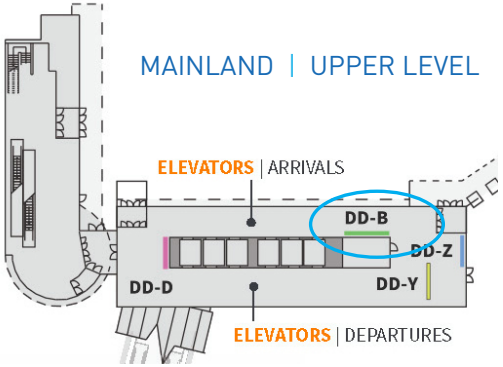
Digital Display B [DD-B]

Location: Zone 2 (Mainland Terminal Elevator Interior Upper Level/Lower Level)



MEDIA FORMAT

Resolution	1024 x 512 pixels
Codec	Video Codec - H264
Aspect Ratio	2:1 landscape
Frame Rate	30 frames per second
Duration	15 seconds
Video Format	MP4, WMV files are accepted
Static Format	JPEG
Audio	None
Screen Size	Approx 15.12' x 7.56'
Naming Convention	DDB_Advertiser_BBTCA_StartDate

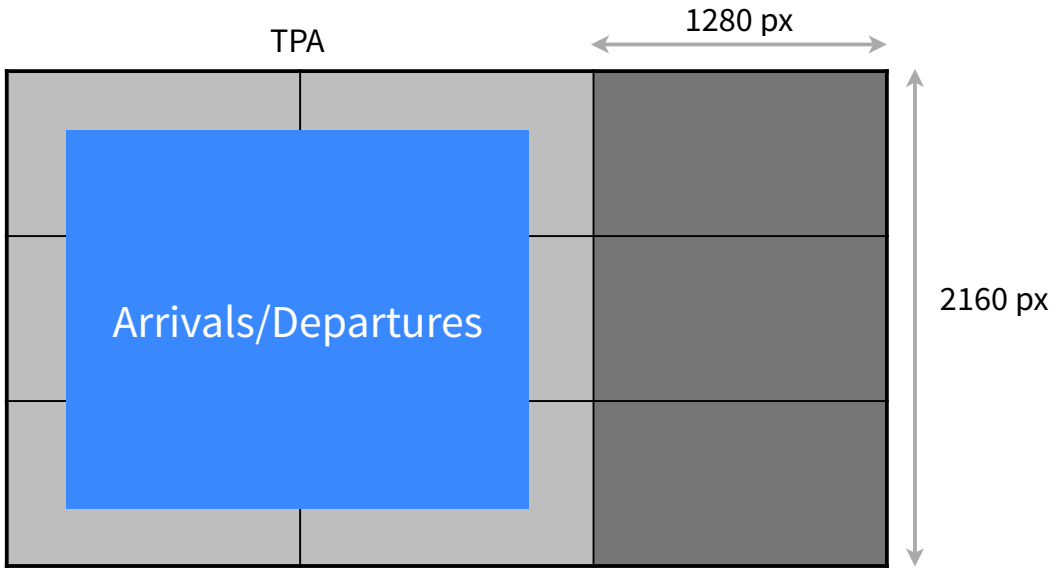




FEATURE DD-D | MAINLAND PAVILION | UPPER LEVEL

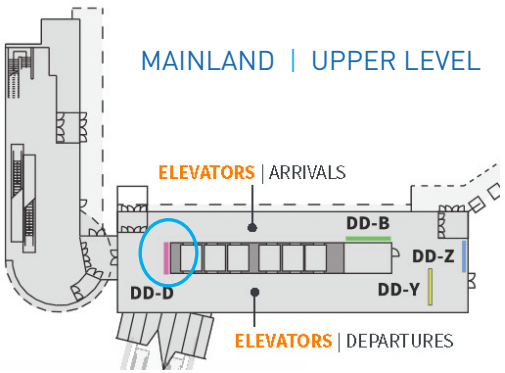
Digital Display D [DD-D]

Location: Zone 2 (Mainland Terminal Elevator Interior Upper Level)



MEDIA FORMAT

Resolution	1280 x 2160 pixels (or 1280 x 720 each)
Codec	Video Codec - H264
Aspect Ratio	16:9 x 3 landscape (each) or 16:27 (full)
Frame Rate	30 frames per second
Duration	15 seconds
Video Format	MP4, WMV files are accepted
Static Format	JPEG
Audio	None
Screen Size	Approx 11.95' x 6.75' (47.8" x 27" each)
Naming Convention	DDD_Advertiser_BBTCA_StartDate

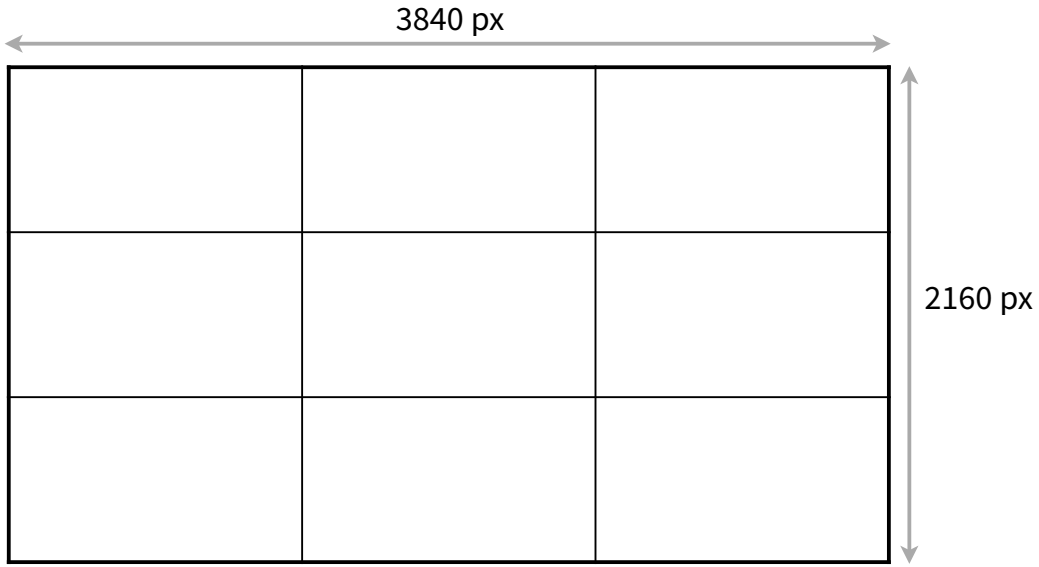




FEATURE DD-Z | MAINLAND PAVILION | UPPER LEVEL

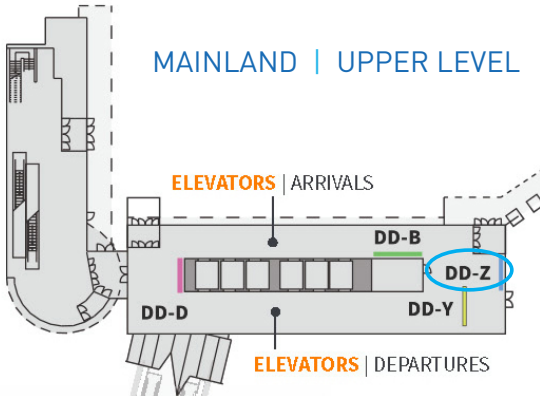
Digital Display Z [DD-Z]

Location: Zone 2 (Mainland Terminal Elevator Interior Upper Level)



MEDIA FORMAT

Resolution	3840 x 2160 pixels
Codec	Video Codec - H264 / H265
Aspect Ratio	16:9 landscape
Frame Rate	30 frames per second
Duration	15 seconds
Video Format	MP4, WMV files are accepted
Static Format	JPEG
Audio	None
Screen Size	Approx 10.3' x 5.82'
Naming Convention	DDZ_Advertiser_BBTCA_StartDate

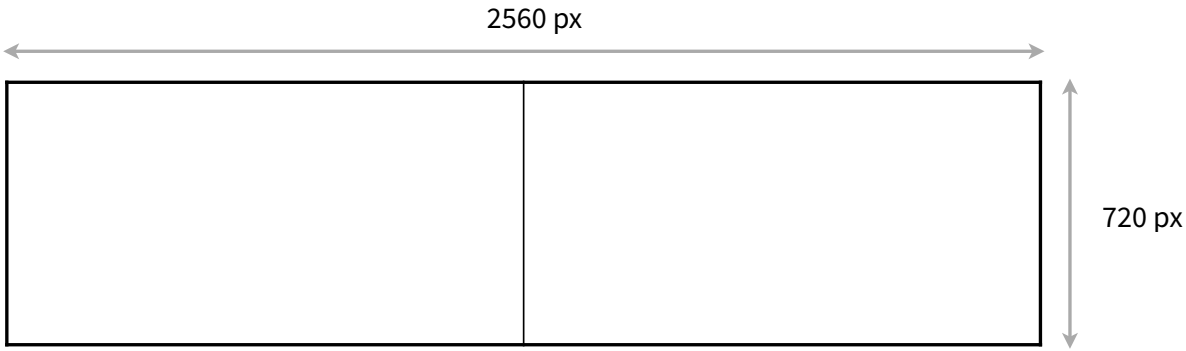




FEATURE DD-Y | MAINLAND PAVILION | UPPER LEVEL

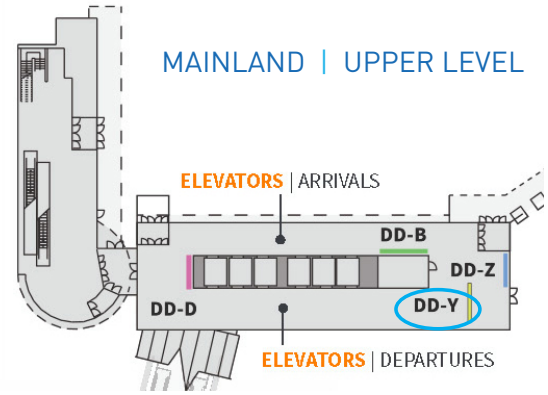
Digital Display Y [DD-Y]

Location: Zone 2 (Mainland Terminal Elevator Interior Upper Level)



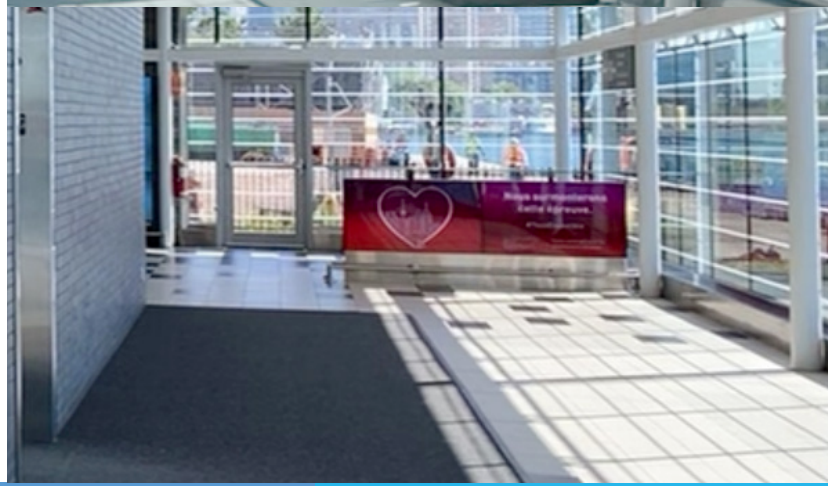
MEDIA FORMAT

Resolution	2560 x 720 pixels
Codec	Video Codec - H264
Aspect Ratio	32:9 landscape
Frame Rate	30 frames per second
Duration	15 seconds
Video Format	MP4, WMV files are accepted
Static Format	JPEG
Audio	None
Screen Size	Approx 8' x 2.25'
Naming Convention	DDY_Advertiser_BBTCA_StartDate





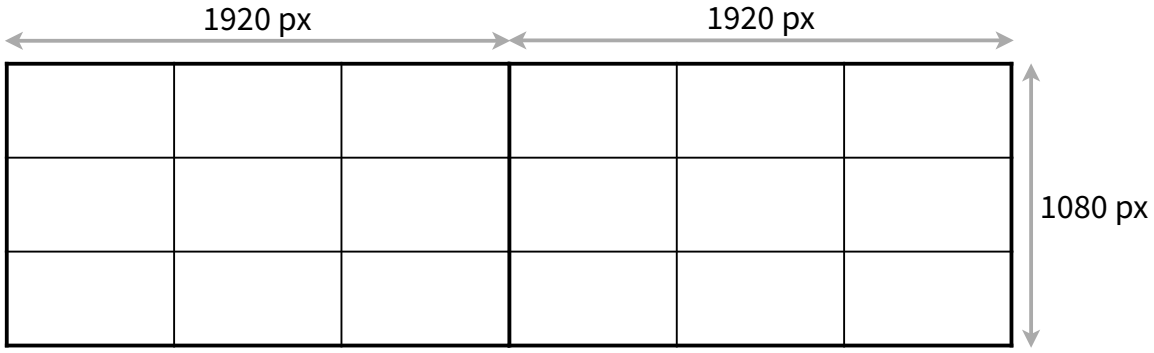




FEATURE DD-I | MAINLAND PAVILION | UPPER LEVEL

Digital Display I [DD-I] (inward-facing corner wall 90º)

Location: Zone 2 (Mainland Terminal Elevator Interior Lower Level)

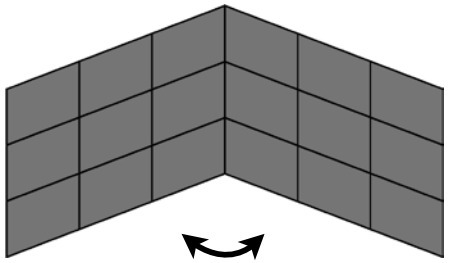


2 Screens = 2 files 1920x1080

Please label file #1 and file #2

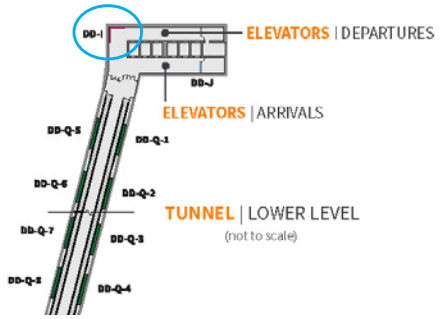
MEDIA FORMAT

Resolution	(1920 x 2) x 1080 pixels
Codec	Video Codec - H264 / H265
Aspect Ratio	32:9 landscape
Frame Rate	30 frames per second
Duration	15 seconds
Video Format	MP4, WMV files are accepted
Static Format	JPEG
Audio	None
Screen Size	Approx 24' x 6.75'
Naming Convention	DDI_Advertiser_BBTCA_StartDate



90º

MAINLAND | LOWER LEVEL





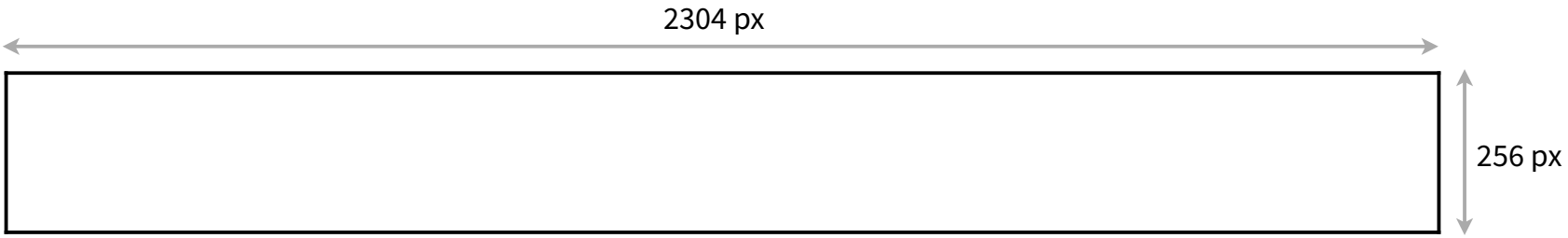




FEATURE DD-Q | MAINLAND PAVILION | UPPER LEVEL

Digital Display Q-1 to Q-8 [DD-Q-1/2/3/etc.]

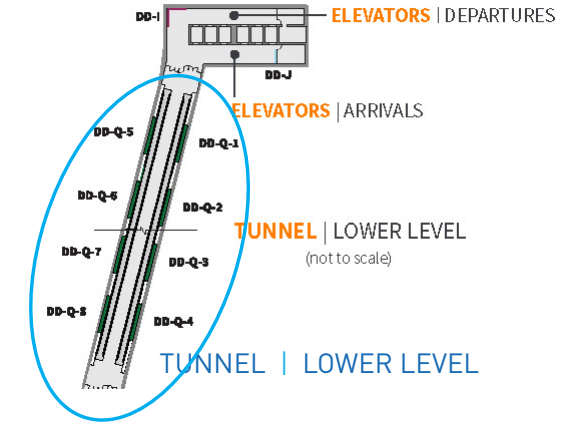
Location: Zone 4 (Tunnel Moving Walkway T1 North/T2 South)

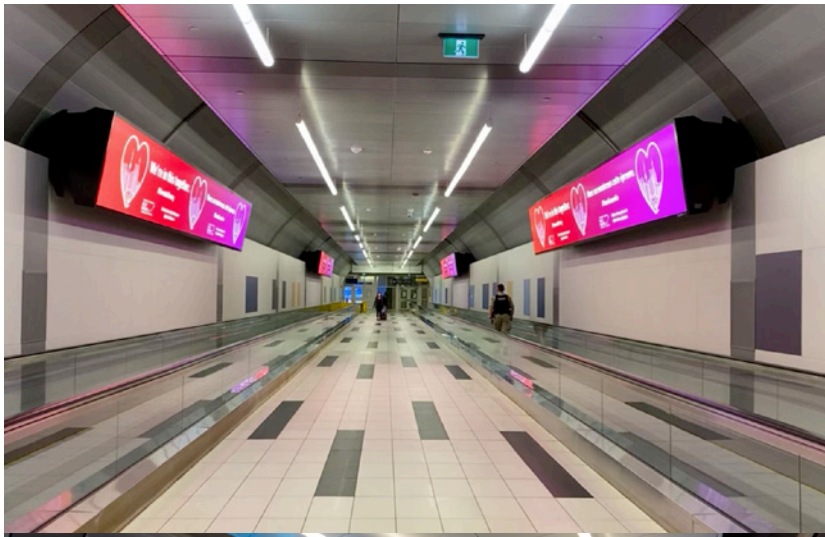


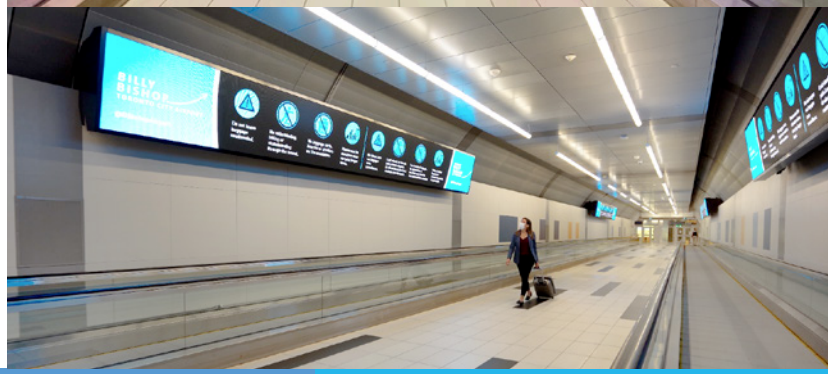
8 Units - Landscape

MEDIA FORMAT

Resolution	2304 x 256 pixels
Codec	Video Codec - H264
Aspect Ratio	9:1 landscape
Frame Rate	30 frames per second
Duration	15 seconds
Video Format	MP4, WMV files are accepted
Static Format	JPEG
Audio	None
Screen Size	Approx 29.53' x 3.28' each
Naming Convention	DDQ_Advertiser_BBTCA_StartDate



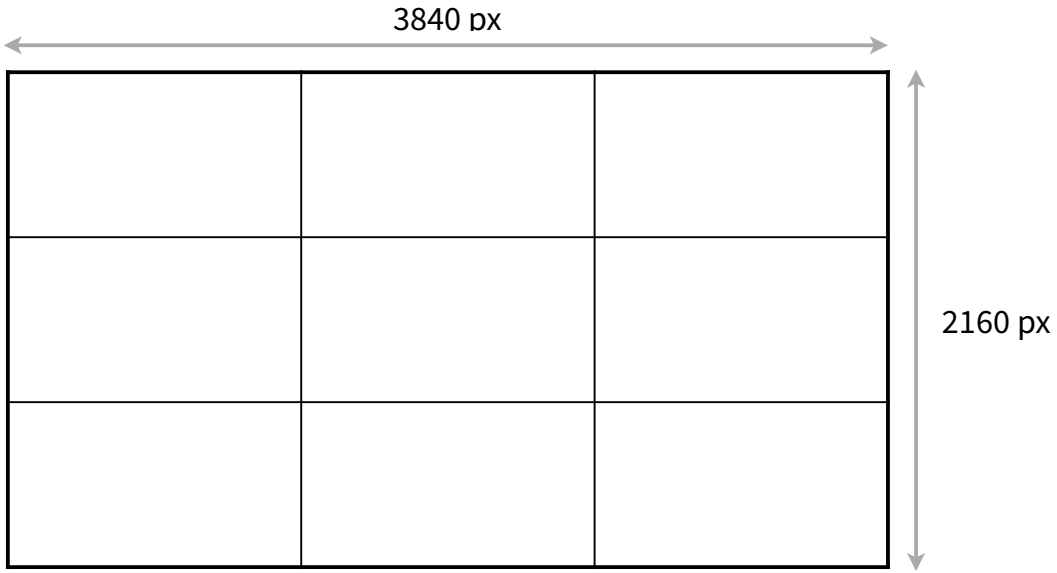




FEATURE DD-K&L | MAINLAND PAVILION | UPPER LEVEL

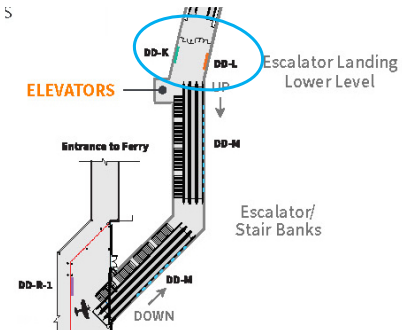
Digital Display K & L [DD-K & DD-L]

Location: Zone 4 (Escalator Lobby - Island-side)

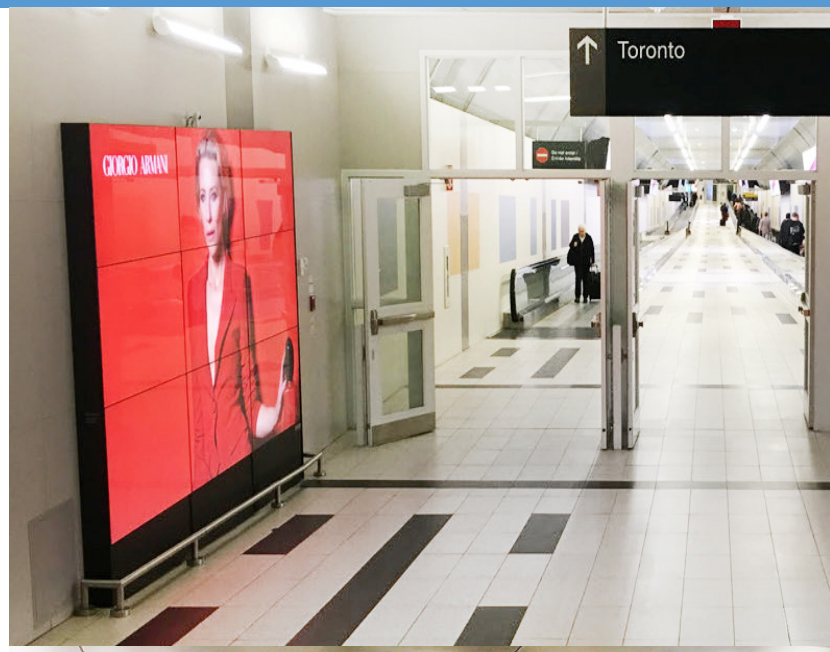


MEDIA FORMAT

Resolution	3840 x 2160 pixels
Codec	Video Codec - H264
Aspect Ratio	16:9 landscape
Frame Rate	30 frames per second
Duration	15 seconds
Video Format	MP4, WMV files are accepted
Static Format	JPEG
Audio	None
Screen Size	Approx 12' x 6.75' each
Naming Convention	DDK&L_Advertiser_BBTCA_Start-Date



TUNNEL | LOWER LEVEL

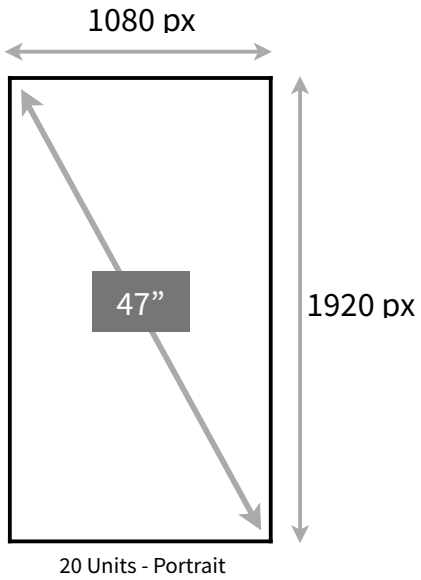




FEATURE DD-M | MAINLAND PAVILION | UPPER LEVEL

Digital Display M-1 to M-20 [DD-M-1/2/3/etc.] (20 units)

Location: Zone 5 (Island-side Escalators and Stairs)

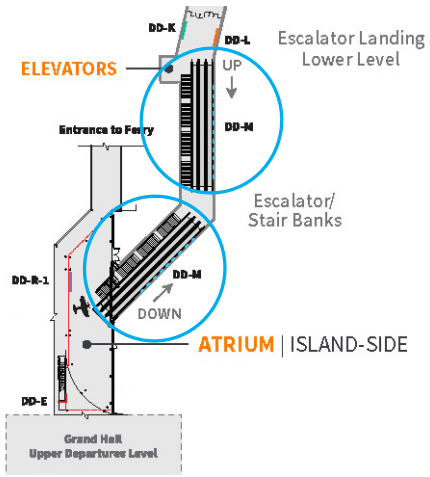


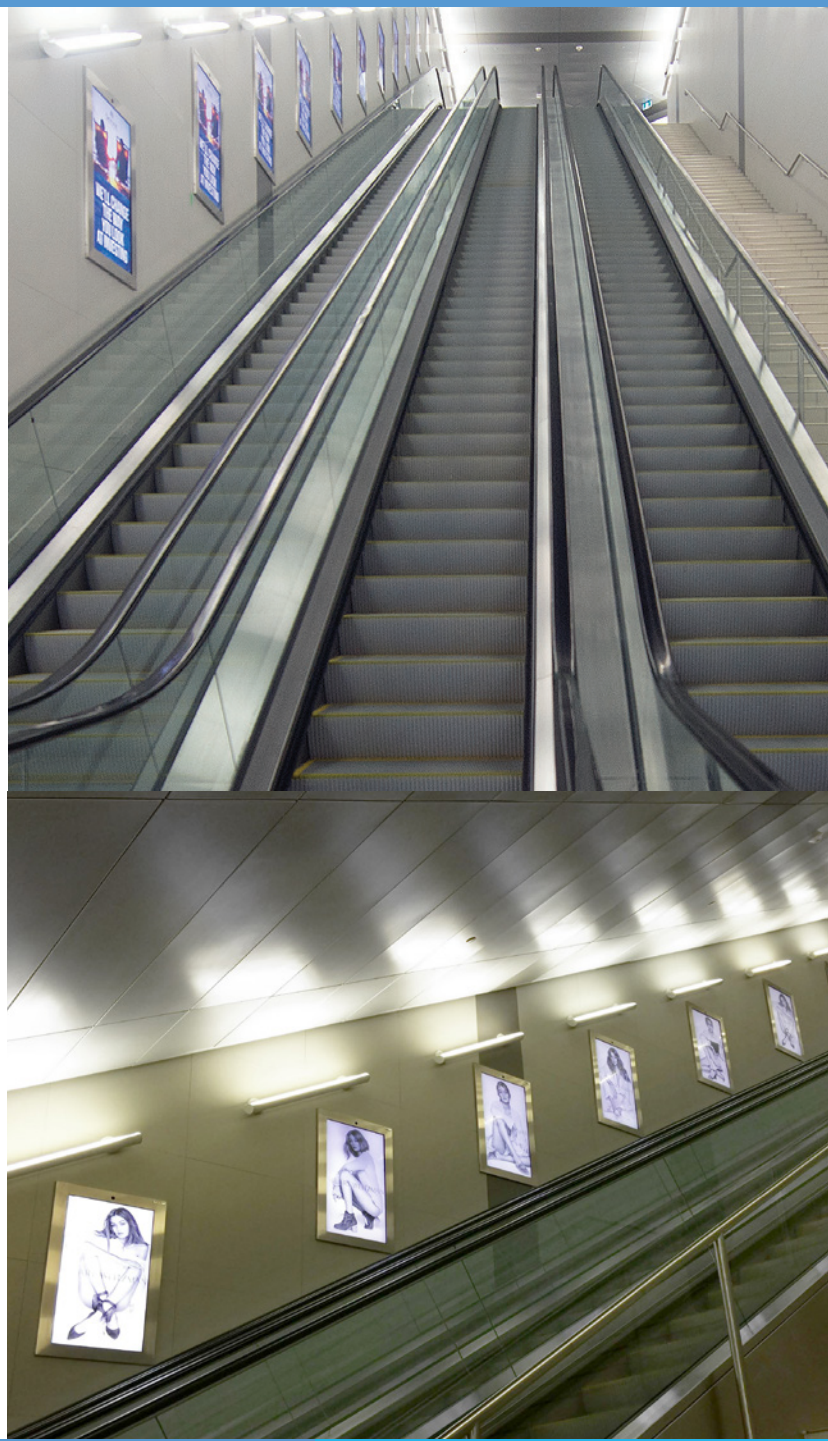
20 Units - Portrait

MEDIA FORMAT

Resolution	1080 x 1920 pixels
Codec	Video Codec - H264
Aspect Ratio	9:16 portrait
Frame Rate	30 frames per second
Duration	15 seconds
Video Format	MP4, WMV files are accepted
Static Format	JPEG
Audio	None
Screen Size	Approx 24.3” x 42.2” each
Naming Convention	DDM_Advertiser_BBTCA_StartDate

ESCALATORS | STAIR BANK

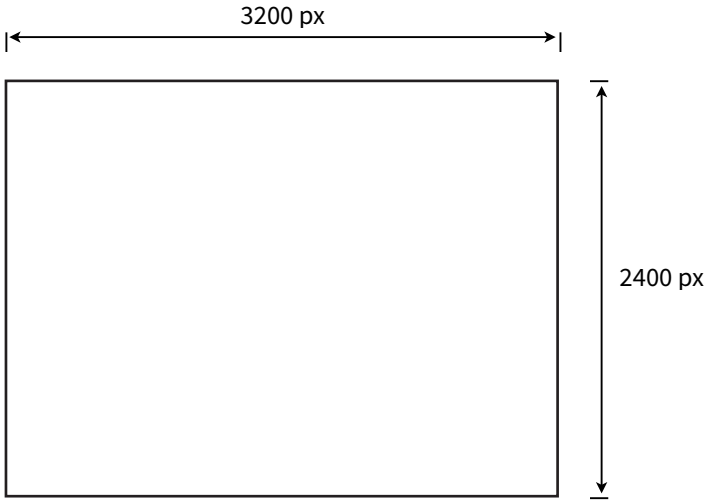




FEATURE DD-R | MAINLAND PAVILION | UPPER LEVEL

Digital Display R-1

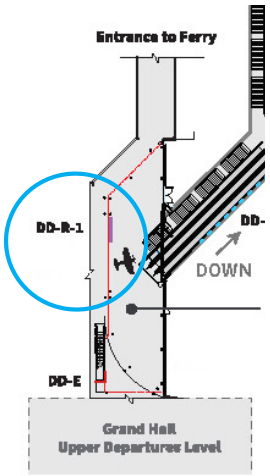
Location: Zone 6 (Island-side Ground Level Lobby/Atrium)



MEDIA FORMAT

Resolution	3200 x 2400 pixels
Codec	Video Codec - H264
Aspect Ratio	4:3 landscape
Frame Rate	HD - 30 frames/sec 4K - 60 frames/ sec
Duration	15 seconds
Video Format	MP4, WMV files are accepted
Static Format	JPEG
Audio	None
Screen Size	Approx 8' x 6'
Naming Convention	DDR_Advertiser_BBTCA_StartDate

ATRIUM | ISLAND-SIDE



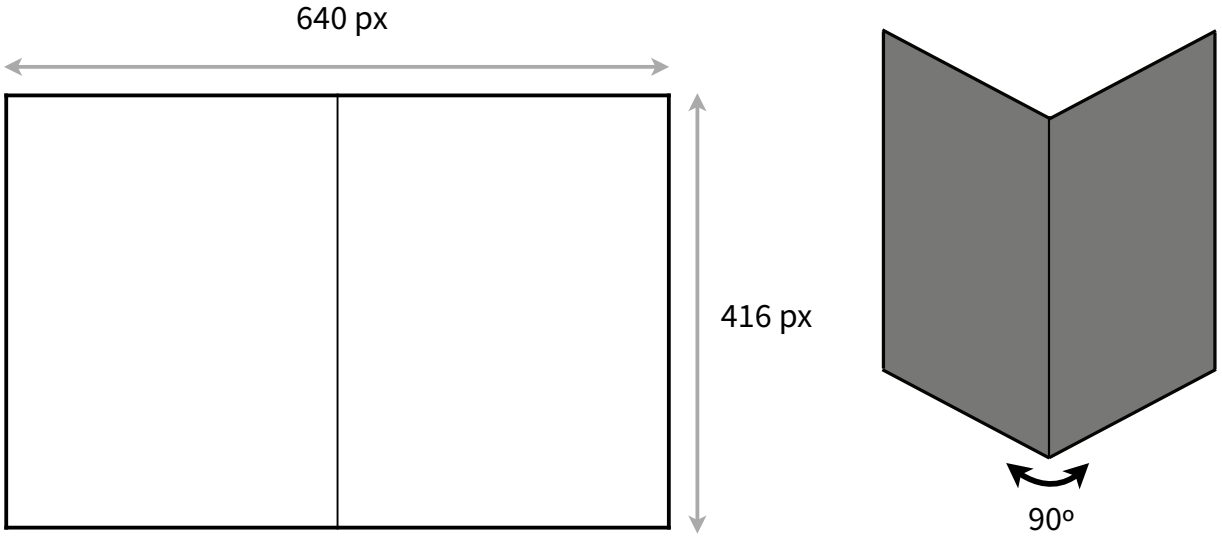




FEATURE DD-E | MAINLAND PAVILION | UPPER LEVEL

Digital Display E [DD-E] (outward-facing corner wall 90º)

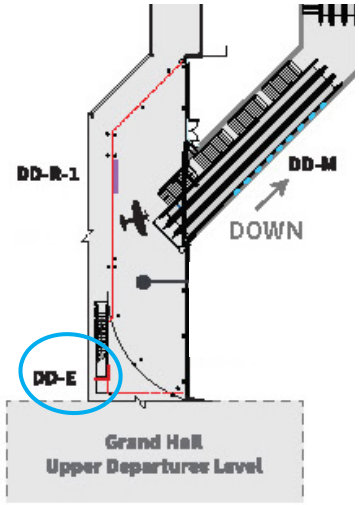
Location: Zone 6 (Island-side Ground Level Lobby/Atrium)



MEDIA FORMAT

Resolution	640 x 416 pixels
Codec	Video Codec - H264
Aspect Ratio	20:13 landscape
Frame Rate	HD - 30 frames/sec
Duration	15 seconds
Video Format	MP4, WMV files are accepted
Static Format	JPEG
Audio	None
Screen Size	Approx 9.5' x 6.14'
Naming Convention	DDR_Advertiser_BBTCA_StartDate

ATRIUM | ISLAND-SIDE





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BILLY BISHOP
TORONTO CITY AIRPORT

SCENIC AIRPORT APPROACHES
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Thank You

