



## Ad Specs: *Creative Deadlines:* *Sept 26 | Dec 15 | March 15 | June 15*

Ad Size	Specs
Full Panel	4.25" x 9"
1/2 Panel	4.25" x 4.75"
1/4 Panel	4.25" x 2.375"

## QR Code Placement In Your Ad:

- Please be sure to leave a white box (specs below) in the bottom right hand corner for the Ateema team to place your QR code and Big Bus Stop Number (if applicable.)
- Placement: Bottom right corner of your ad, 0.3" from the bottom and 0.3" from the right edge.
- Size: 0.8" wide x 1.1" tall
- Design Tip: Insert a white box to represent your QR before designing your ad to keep this area uncluttered and clear of text, logos, or key visuals so your QR code stands out and remains scannable.
- File Prep: You do not need to include the QR code in your submitted file — we will add it during production.
- Templates Available: [Click here for downloadable templates with QR code guides to help with your layout.](#)
- Upload your creative via this [Chicago Does Interactive Video Map Form](#)

## Video & Image Specs:

- We recommend that your video be no more than 15-45 seconds, and that the thumbnail image is engaging and makes the nature of your business clear.
- Video can be hosted on YouTube or Vimeo, simply share your url with us.
- Picture listing images should be 1080x1080
- File Size Requirements
  - Digital listings images: Maximum file size 10 MB - Recommended 1920x1080
  - Videos: 1920x1080 or 1080x1920

**Questions? Contact Dave Lifton at [Dave@Ateema.com](mailto:Dave@Ateema.com)**

