

PARTNER MEDIA

Specifications +
Best Practices

2025

**NEW
YORK
CITY**
TOURISM+CONVENTIONS



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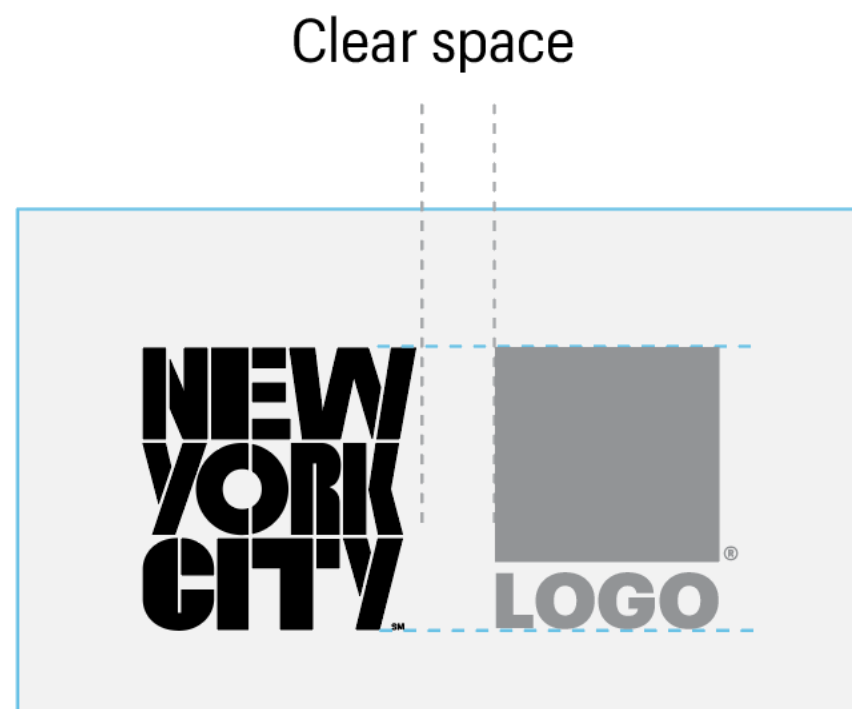
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Logo: Partner Guidelines

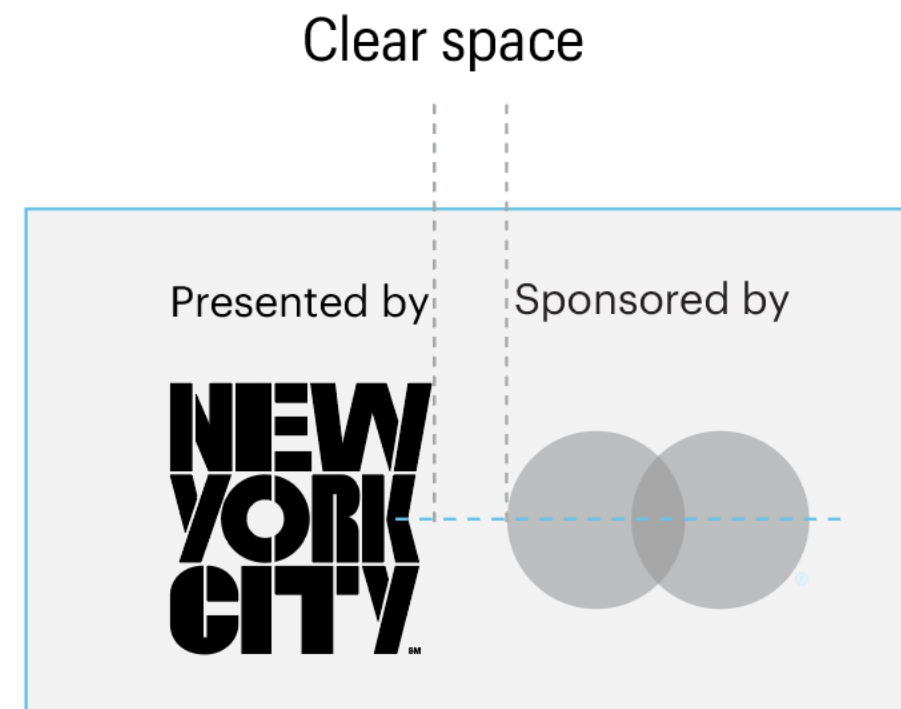
Partner logos must be sized in proportion to the New York City Tourism + Conventions logo. This proportion will differ depending on the shape of the partner logo and should be adjusted optically when necessary.

Download the logo in several formats [here](#).



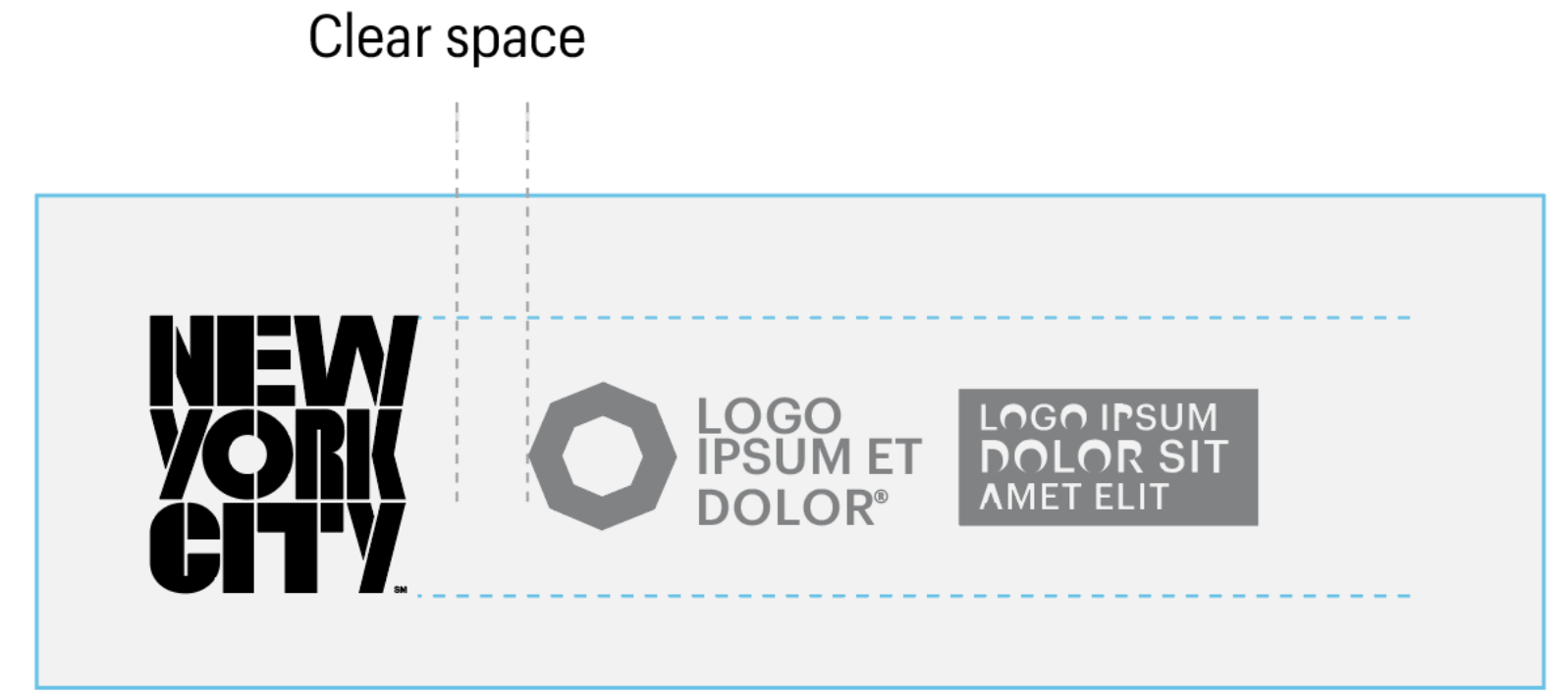
SIMILAR SHAPE AND PROPORTIONS

When a partner logo has a similar shape to the NYC Tourism + Conventions logo, match the heights of the logos.



DIFFERENT SHAPE, SIMILAR PROPORTIONS

When a partner logo is a different shape, but of comparable proportions, balance it with the visual weight of our logo. It should be optically centered top to bottom.



EXTREME PROPORTIONS

When a partner logo has an extremely wide aspect ratio, size it to be approximately double the width or half the height of the New York City Tourism + Conventions logo or lockup.

Logo: Unacceptable Uses



Don't break, separate or rearrange



Don't break, separate or rearrange



Don't break, separate or rearrange



Don't use the logo in colors other than black or white



Don't fill the logo with an image or pattern



Don't crop or obstruct



Don't squish or stretch



Don't apply drop shadow or other effects

OUT OF HOME







MEDIA GUIDE: OUT OF HOME

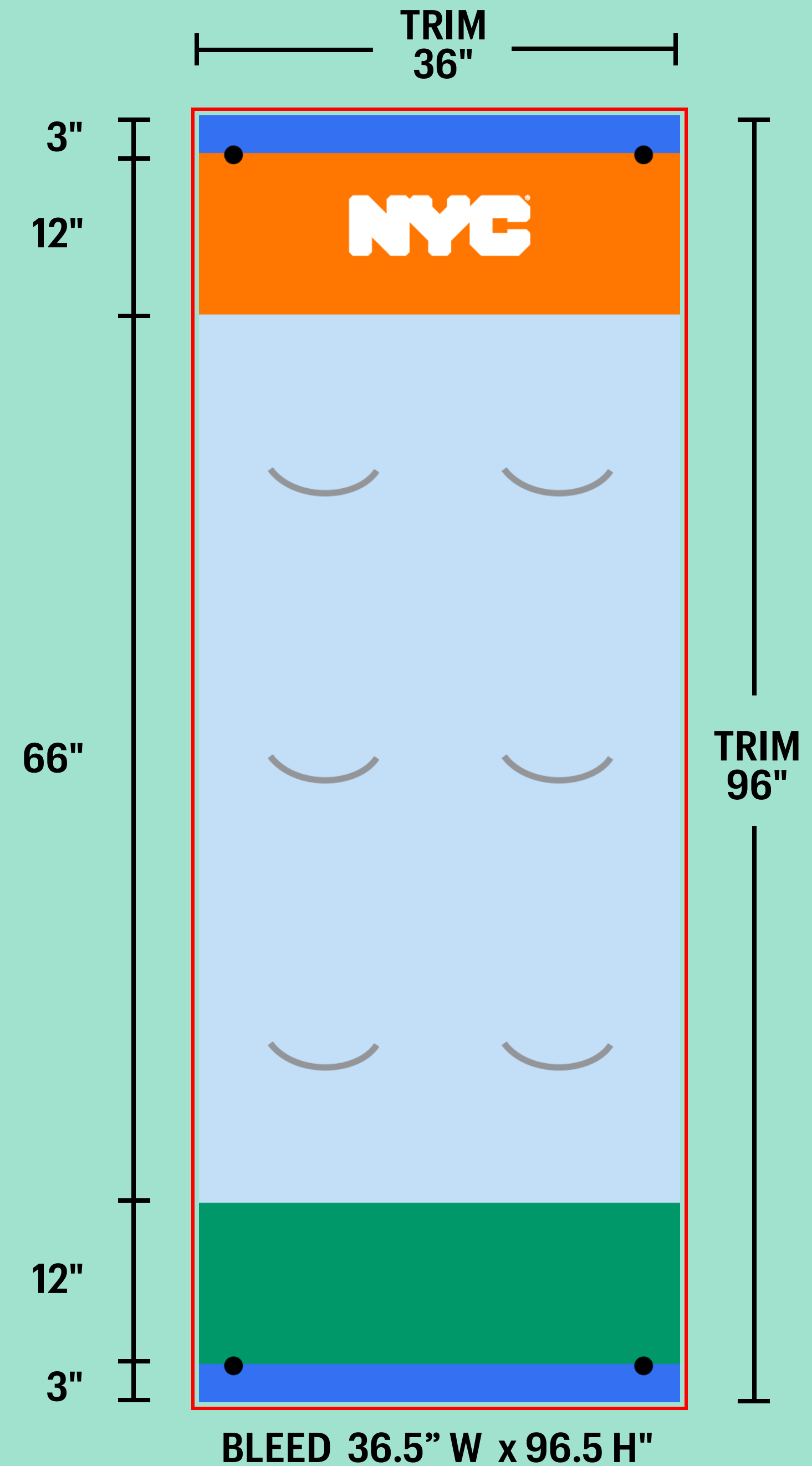
Street Pole Banner: Specs

FILE INFORMATION

- 36" W x 96" H + 0.25" bleed
- Provide artwork at 100 DPI or higher
- Provide PDF or JPG

KEY:

-  Pole Pocket (No text or copy)
-  Bid Logo area (Leave blank)
-  Creative / Information area
-  Sponsorship logo area
-  Wind slits (variable with artwork)
-  Grommets



Street Pole Banner: Requirements

DOT APPROVAL MANDATORIES

- **Banners shall contain no advertisements.**
 - May not include a call to action
 - May not promote a commercial transaction
- Alcohol-related or tobacco-related sponsors **will not be allowed** on banners.
- The trade name(s) or logo(s) of the sponsor(s) of the event may be placed on the banner but shall occupy no more than 10% of the banner in total.
- Corporate sponsor's trade name(s) or logo(s) shall not be located on the lower portion of the banner.
- If advertiser wants to promote within a specific BID, advertiser must have a location within its boundaries.

[Download](#) complete information on DOT approvals.



Printed Bus Shelter Specs

AD DIMENSIONS

- Bleed Size: 47.75" W x 69.15" H
- Trim Size: 47.25" W x 68.65" H
- Safety Size: 44.25" W x 65.65" H

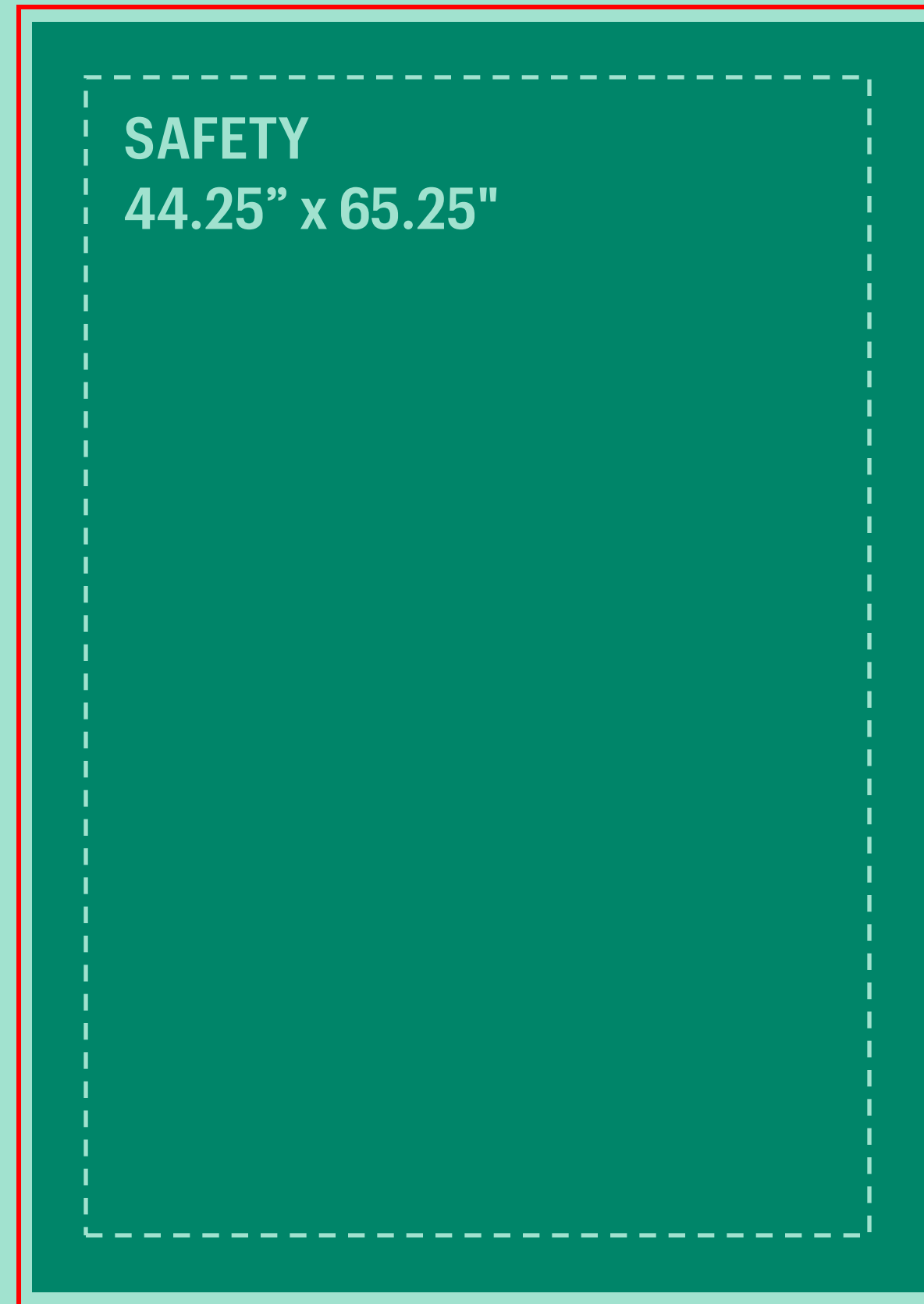
MATERIALS

- Monadnock Ultraform, Matte Paper (7.2-8.5 mil).
- Paper posters must be recyclable and made sustainably from FSC/PEFC certified materials.
- No Styrene, Polyethylene, Polystyrene, Vinyl or laminated posters.
- Weight: 1.25 lbs maximum per poster
- Solvent-based pigmented or sufficient UV inks and waterproof / weatherproof inks.
- UV ink base or similar outdoor-durable ink.

FILE TYPES

- Packaged Adobe InDesign or Illustrator
- Hi-Res PDF (export WITH bleed)

BLEED 47.75" x 69.15"



**TRIM
68.65"**

TRIM W 47.25"

Printed Bus Shelter Requirements

FILE INFORMATION

Build creative files in CMYK at overall trim size with bleed to edge on all sides. Ship at overall trim size. Keep critical images, text, and logos within recommended safety area. Minimum resolution

- 150–300 DPI minimum
- Convert fonts to outlines or include in package

SHIPPING REQUIREMENTS

- Printed materials must be delivered 10 business days prior to contracted posting date. Label boxes with quantity and creative information.
- 10% overage recommended. New copy required for campaigns longer than two periods.
- Include substrate tech sheet with shipment.
- Warehouse delivery hours: 8am - 3:30pm
- **Ship to:** JCDecaux
ATTN: Rafael Encarnacion, Ph: 347-592-1039
52-02 Grand Avenue, Maspeth, NY 11378
- **JCDecaux Contact:** USPrintProduction@jcdecaux.com



Digital Bus Shelter: Specs

AD DIMENSIONS

- Vertical: 1080px W x 1920px
- 35.3”W x 62.8”H or 41.2”W x 73.2”H

FILE TYPES

- Static: JPG or PNG
- Motion: MP4 or MOV

SETTINGS

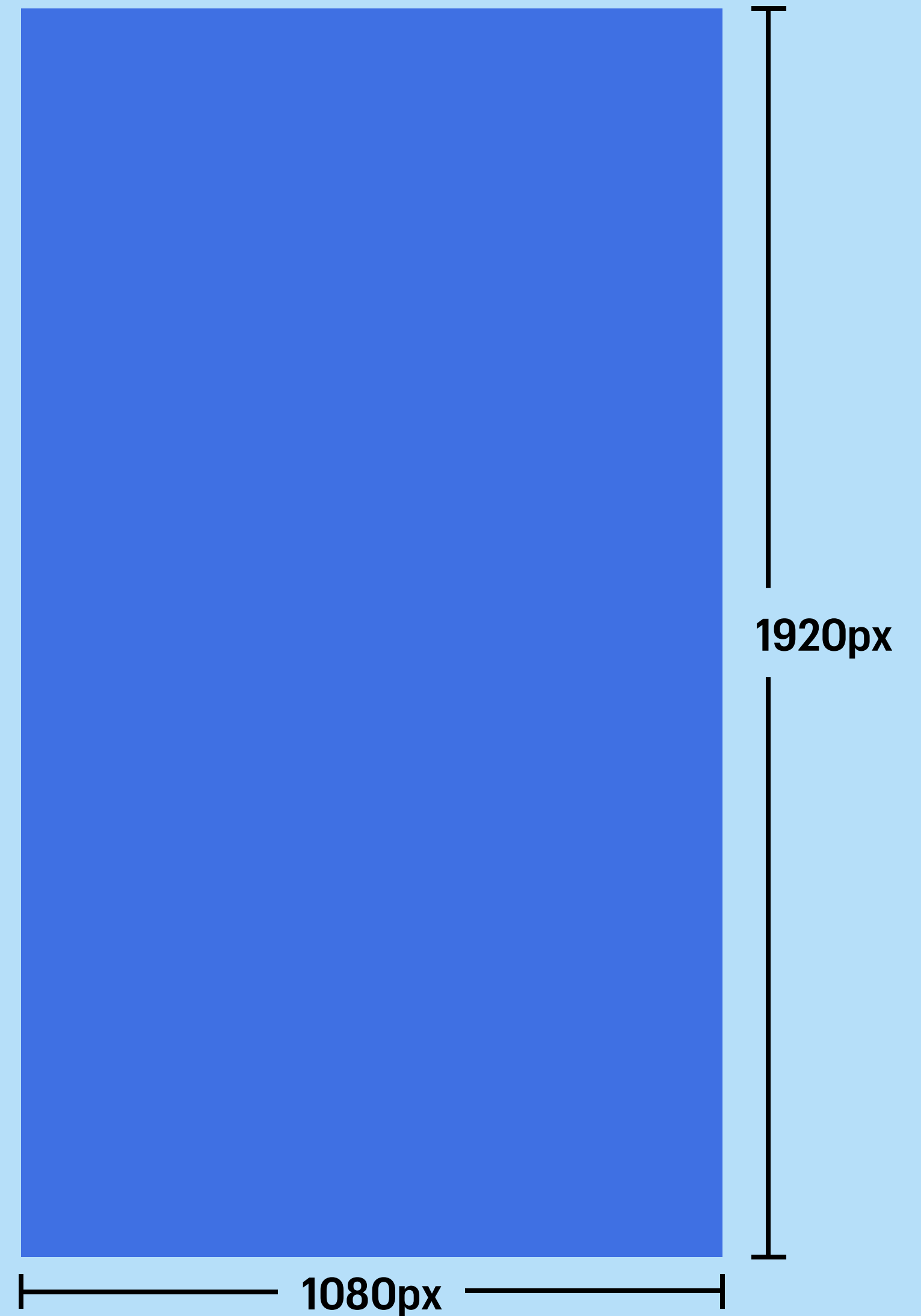
- 30fps, Progressive
- No Audio
- Duration: 10 seconds

MESSAGING INCLUSION

- Must include NYC Tourism logo
- Must include a CTA driving to nyc tourism.com

NAMING CONVENTION

NYCTourism_[Description]_[Pixel Ratio]_[StartDate]



MEDIA GUIDE: OUT OF HOME

LinkNYC Digital: Specs

AD DIMENSIONS

- Vertical: 1080px W x 1920px H
- Screen Size: 27" W x 47.5" H

PLEASE PROVIDE STATIC AND MOTION FILES

- Static: JPG or PNG
- Motion: MP4 or MOV

SETTINGS

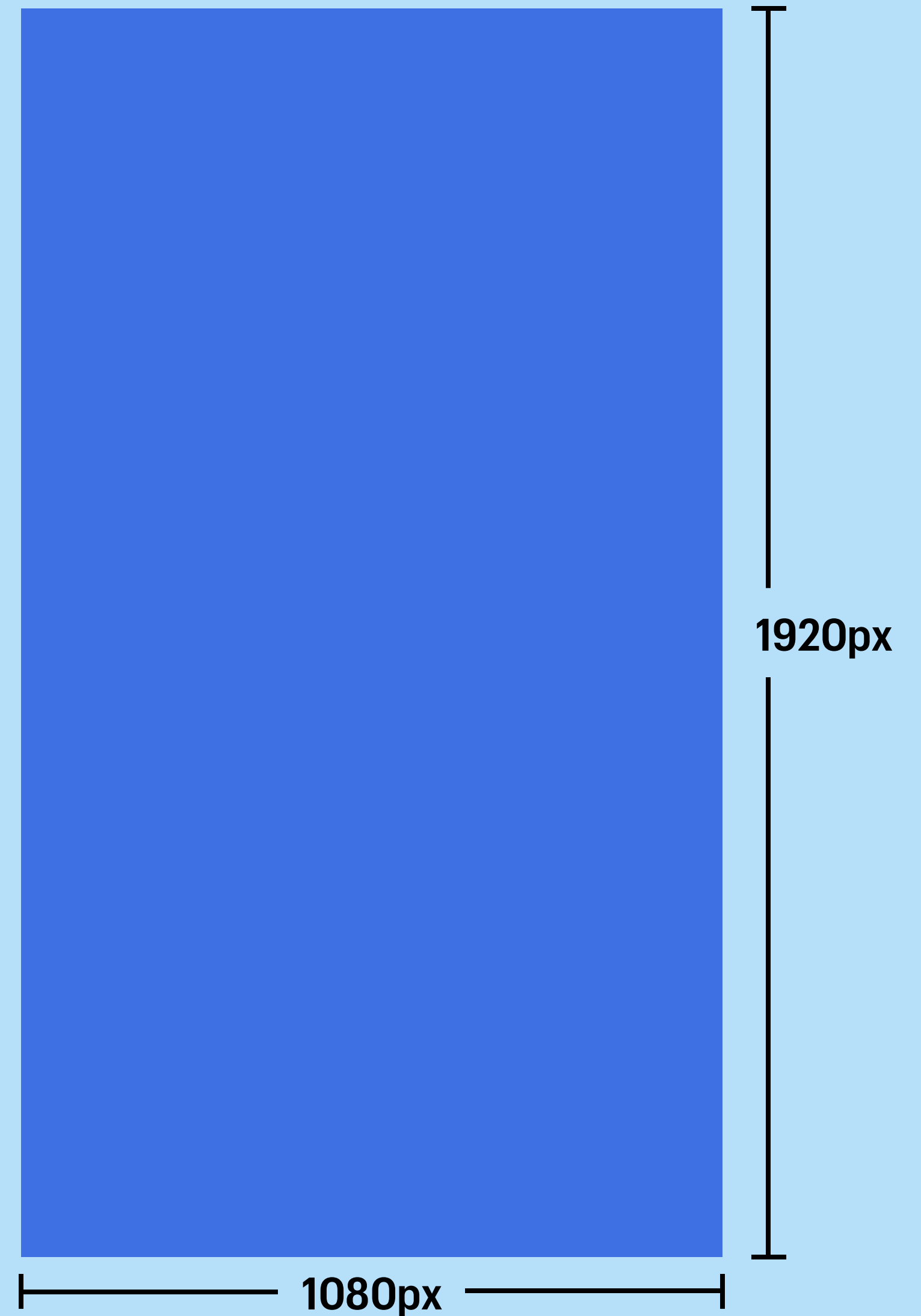
- 30fps, Progressive
- No Audio
- Duration: 15 seconds

MESSAGING INCLUSION

- Must include NYC Tourism logo
- Must include a CTA driving to [nyc.gov/tourism.com](https://nyc.gov/tourism)

NAMING CONVENTION

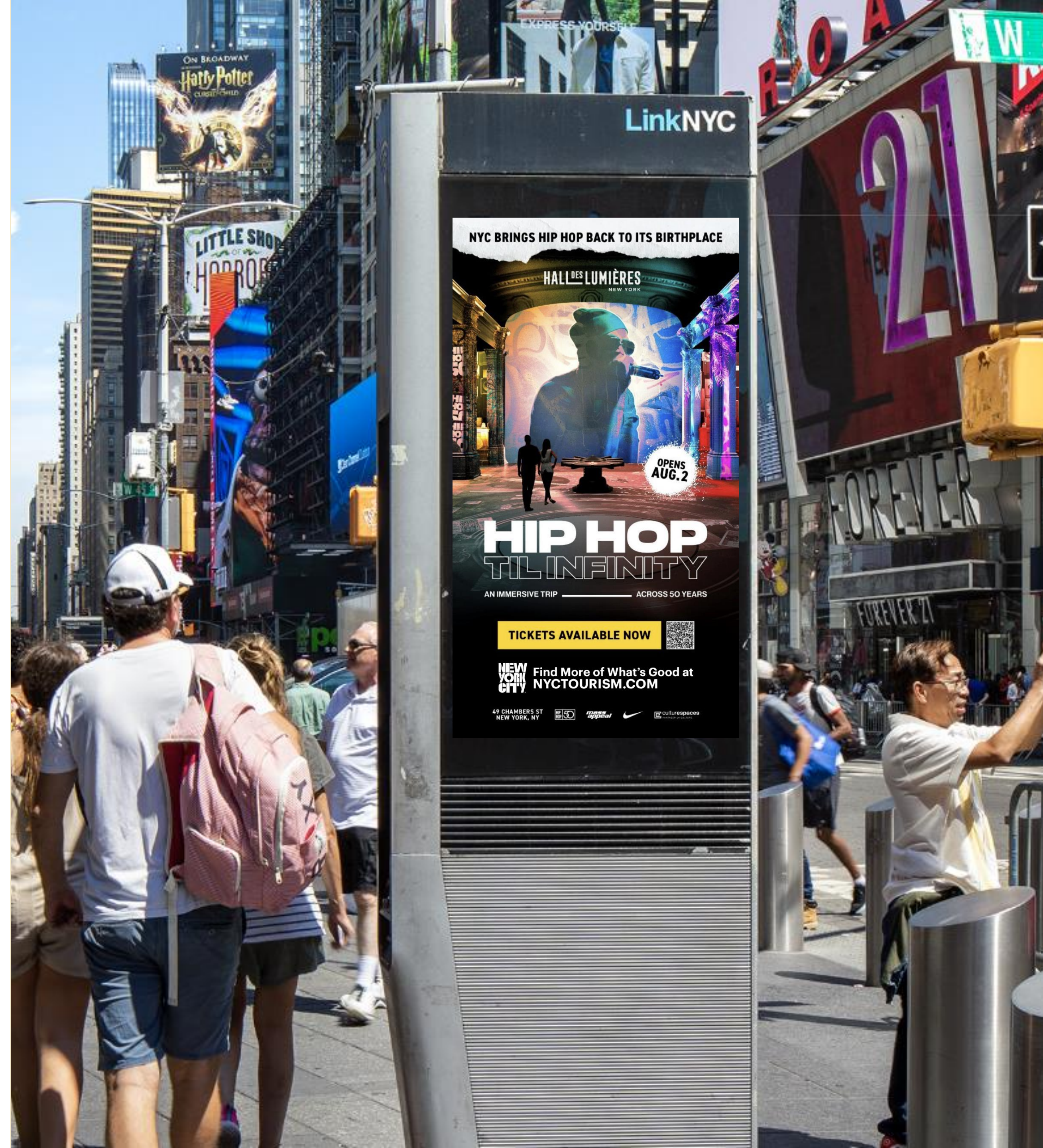
NYCTourism_[Agency][Campaign]_LinkNYC_[StartDate]



LinkNYC & Digital Bus: Requirements

BEST PRACTICES

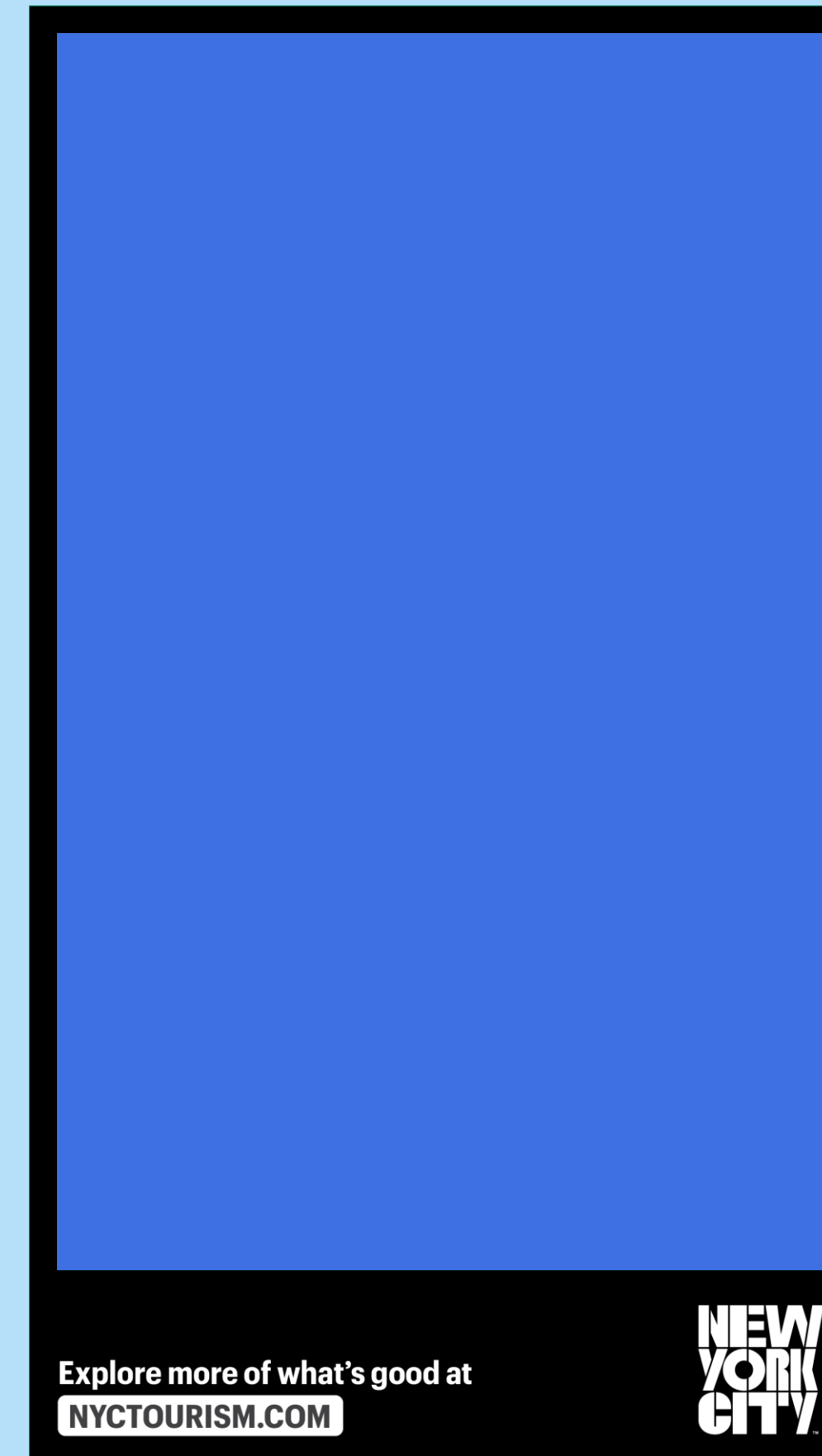
- Minimize quick cuts in both videos and photos to adhere to DOT standards.
- Enhance logo visibility by making them easily discernible and ensuring effective contrast against the background for brand recognition and clarity.
- Maximize Image Presence: Ensure images occupy a substantial portion of the frame to enhance visual impact on vertical displays.
- Keep the QR code visible throughout the video for seamless interaction.
- If image credits are necessary, add them in a smaller font to avoid overshadowing the main content on vertical screens.
- Include a prominent CTA that drives to **NYCtourism.com** (exclude <https://www>)



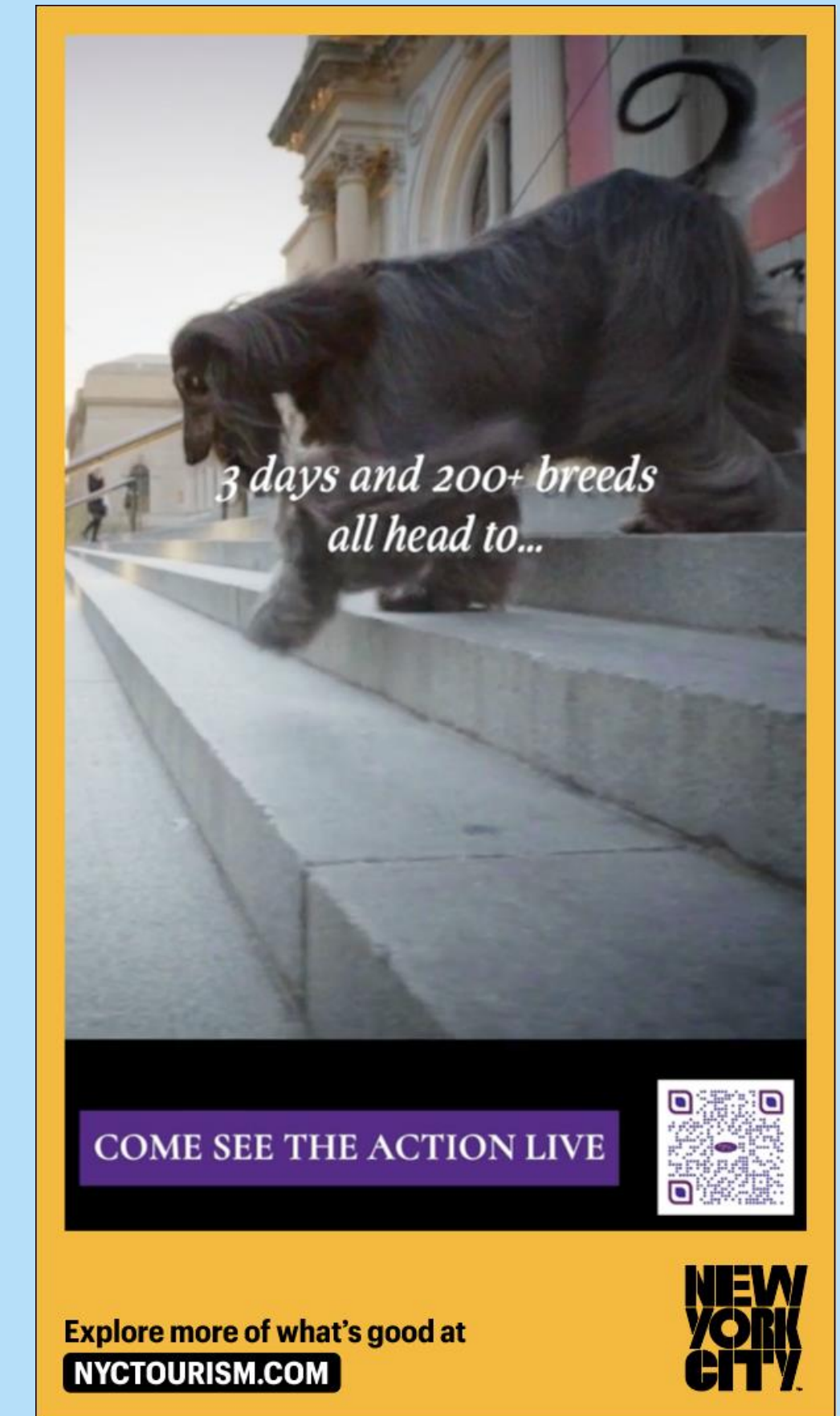
Partnership LinkNYC Frame

This graphic is for use **when partner artwork can't be redesigned** to include NYC Tourism logo and drive to the website. A folder with the frame in our brand colors can be found [here](#).

- The black frame is our preferred default.
- If the supplied art has large areas of black that cause it to blend in, the partner may choose from the other colors.
- If using a color other than black, submit the Partner art with frame to for approval.



Default Partner Frame for LinkNYC



Example of ad with black background, a case for using an alternate color

MEDIA GUIDE: OUT OF HOME

Digital Taxi Tops

STATIC FILE SPECS

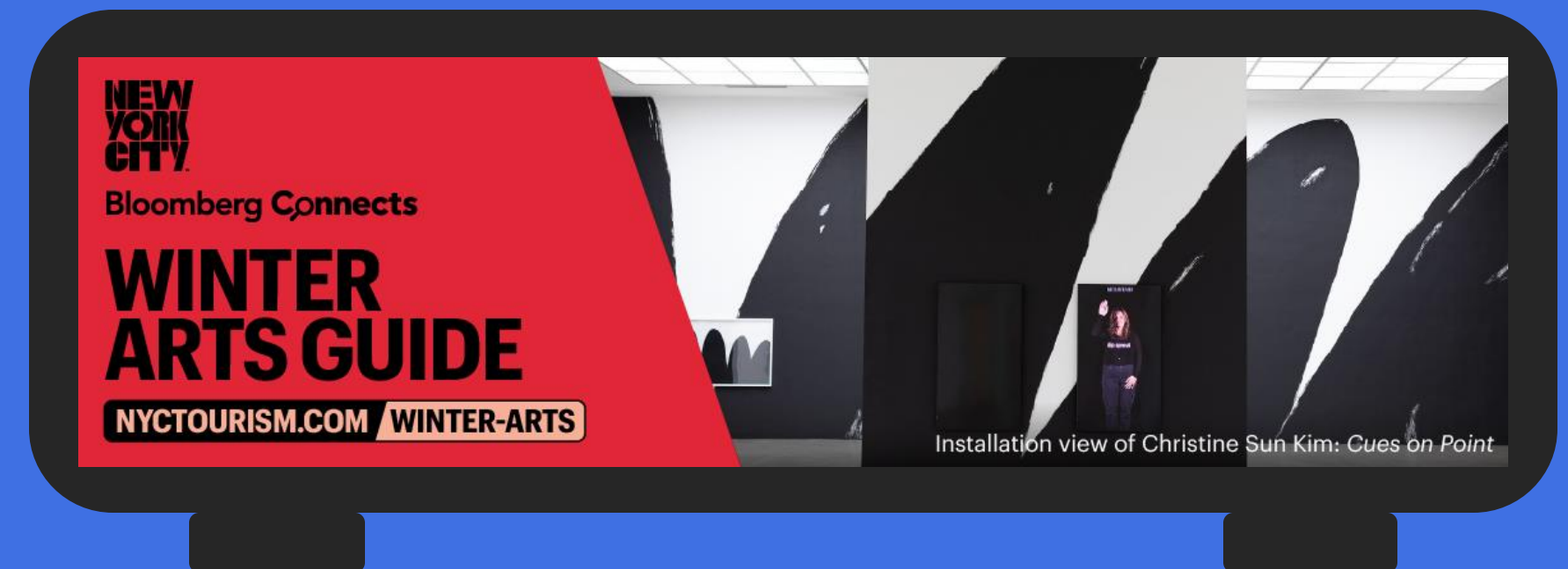
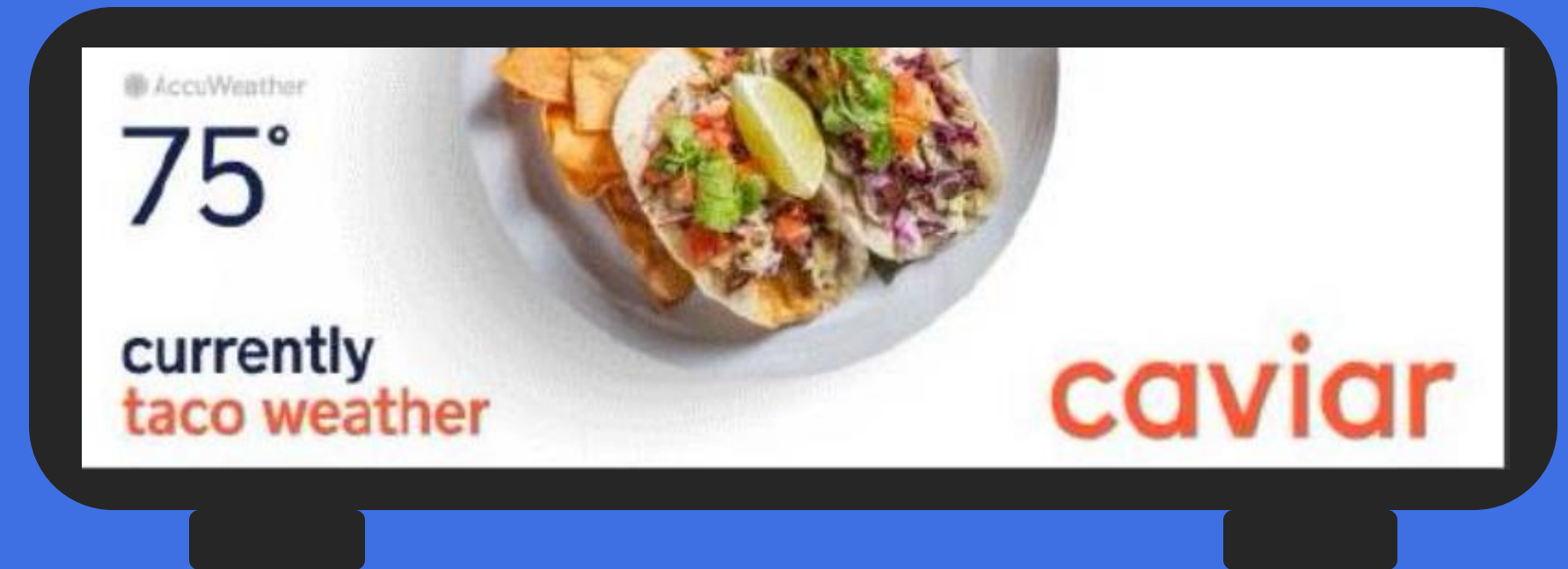
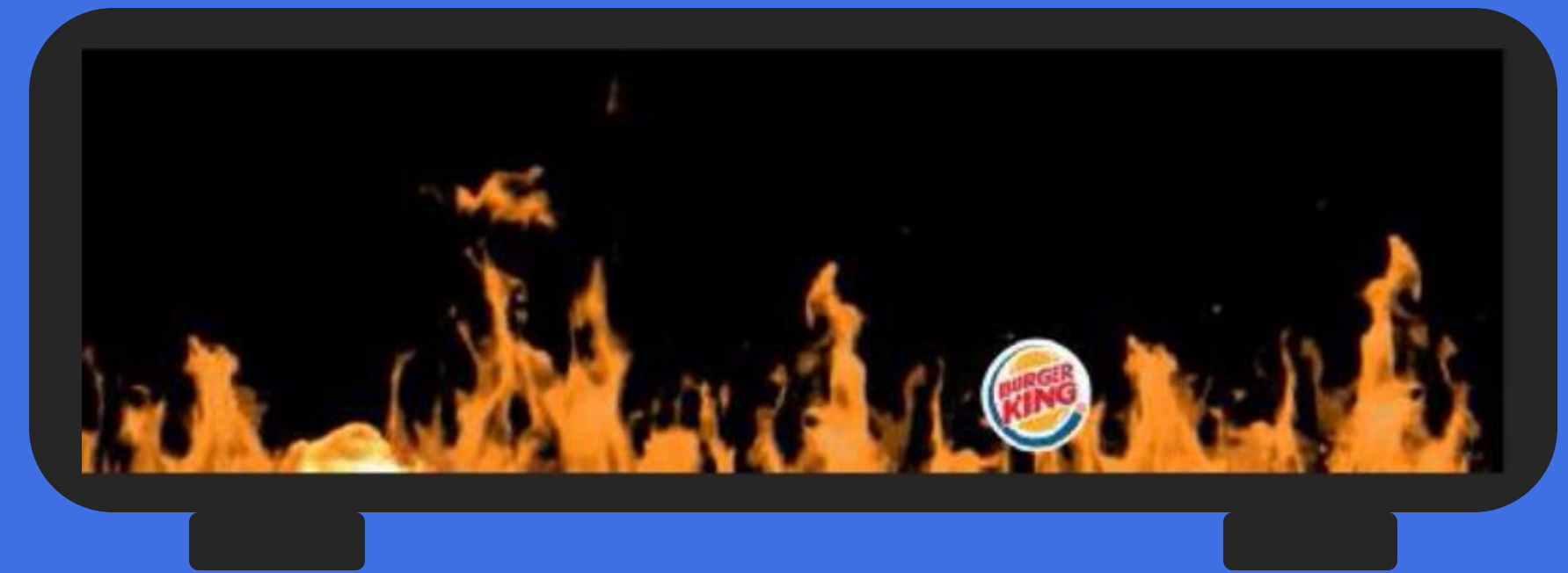
- 560px W x 160px H and 1920px W x 674px H
- 72 dpi, RGB
- PNG file, 3mb maximum

VIDEO FILE SPECS

- 560px W x 160px H and 1920px W x 674px H
- Video duration: 8 seconds total
- MP4 file, 5mb maximum

BEST PRACTICES

- Design with contrast in RGB
- Use easy-to-read fonts
- Deliver one message
- Keep logo onscreen throughout
- Grab attention with movement



Curb Taxi TV: Specs

AD DIMENSIONS

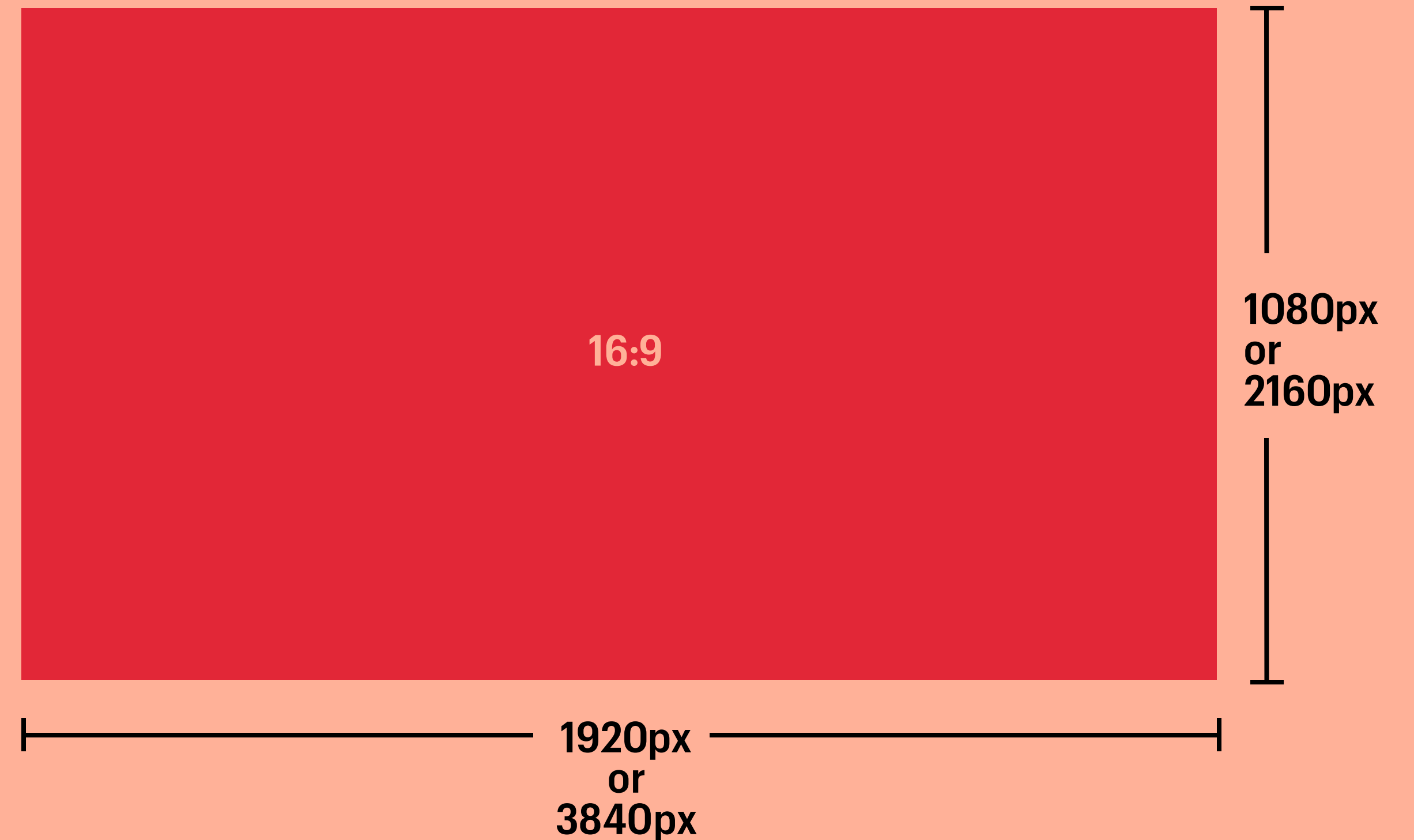
- Horizontal Video 16:9 ratio
- HD 1920px x 1080px or 4K 3840px x 2160px
- Duration: 15 or 30 seconds

FILE TYPE

- MOV

SETTINGS

- 30fps, Progressive
- Audio levels: -8dB
- Audio format: 48bps / 48kHz stereo
- Bitrate 1,200kBps



CMM Taxi TV: Specs No.1

AD DIMENSIONS

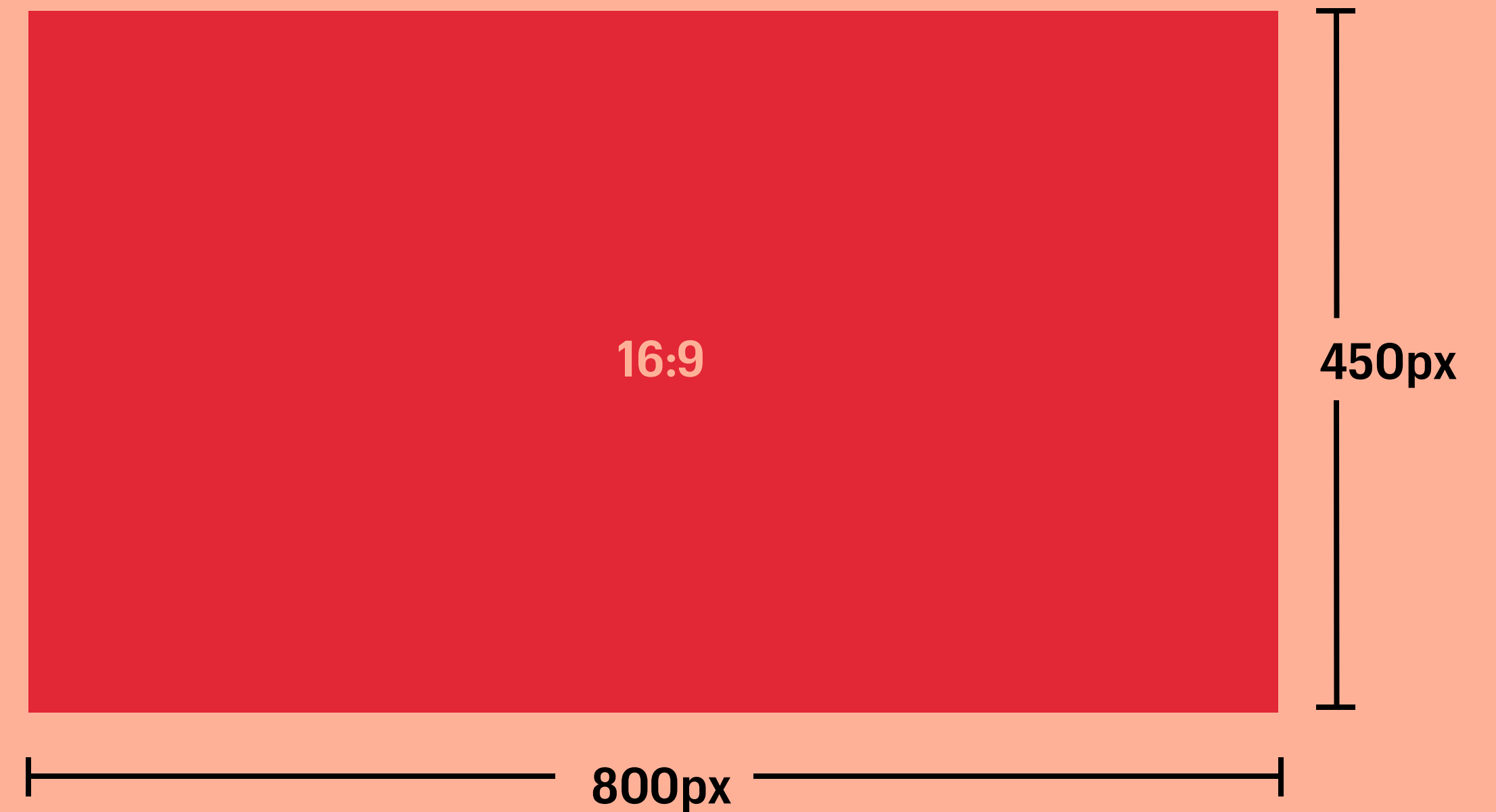
- Horizontal Video 16:9 ratio
- 800px x 450px
- Duration: 15 or 30 seconds

FILE TYPE

- MP4

SETTINGS

- 29.97fps, Progressive
- Audio levels: -8dB
- Audio format: 48bps / 48kHz stereo



MEDIA GUIDE: OUT OF HOME

CMM Taxi TV: Specs No.2

AD DIMENSIONS

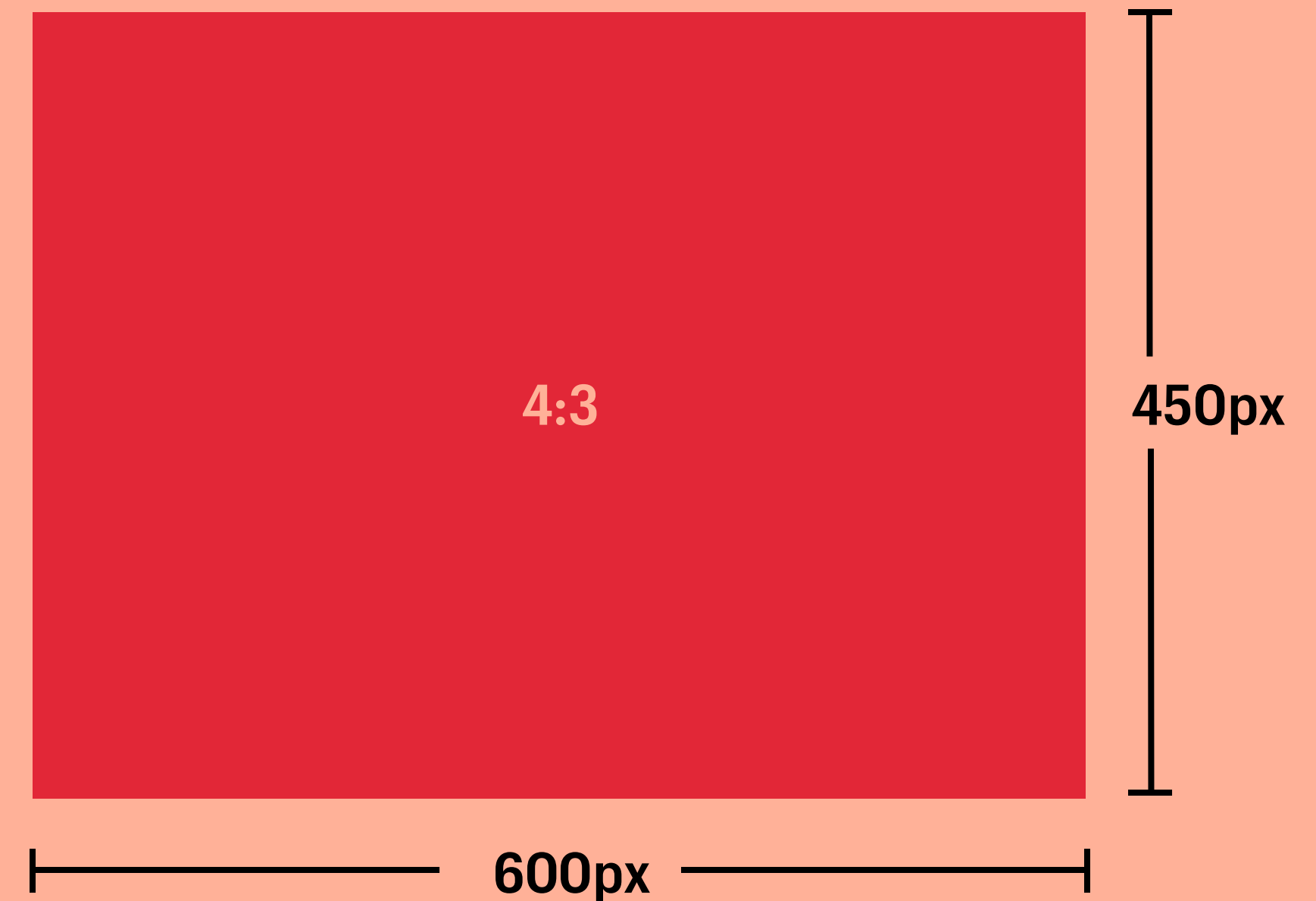
- Horizontal Video 3:4 ratio
- 600px x 450px
- Duration: 15 or 30 seconds

FILE TYPE

- MP4

SETTINGS

- 29.97fps, Progressive
- Audio levels: -8dB
- Audio format: 48bps / 48kHz stereo



Taxi TV: Best Practices

GENERAL

- Export video in all three sizes listed for Curb and CMM
- End card should be at least 4 seconds long (longer is better)
- Display a prominent URL (exclude <https://www>)
- Incorporate a QR code (optional)
- Ensure any legal language is presented in small font size and positioned at the bottom of the screen to avoid distraction
- Make logos easily visible and ensure they contrast effectively against the background for brand recognition and clarity

CAPTIONS

- Video must include **audio** and **hard-coded captions** for anything spoken such as dialogue or VO



SOCIAL MEDIA

Meta Posts: Specs

AD DIMENSIONS

Static or Video:

4:5 1080px W x 1350px H

Square: 1080px W x 1080px H

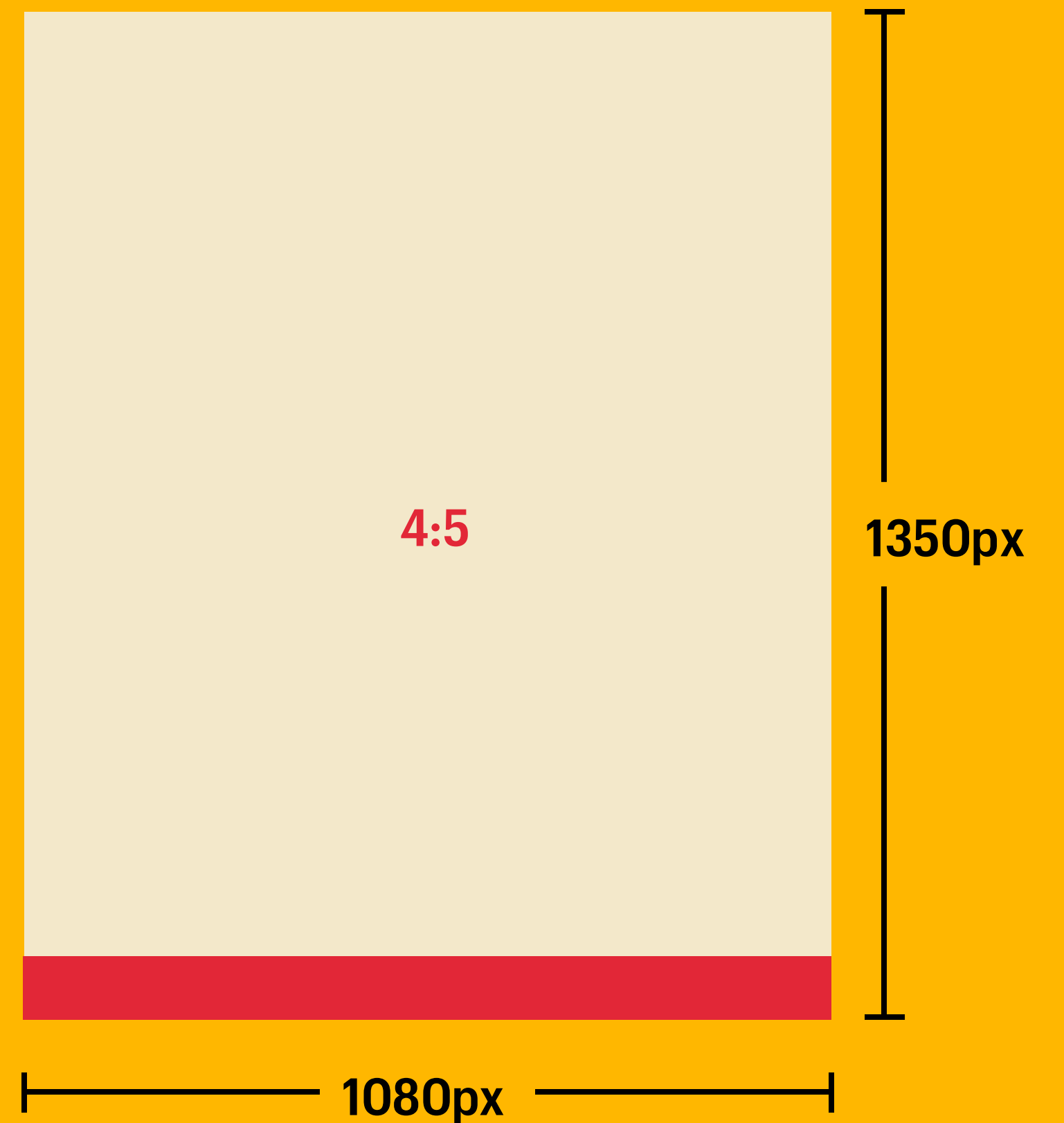
If video, dialogue must be captioned.

FILE TYPE

JPG for static, MP4 for video

SAFE ZONE

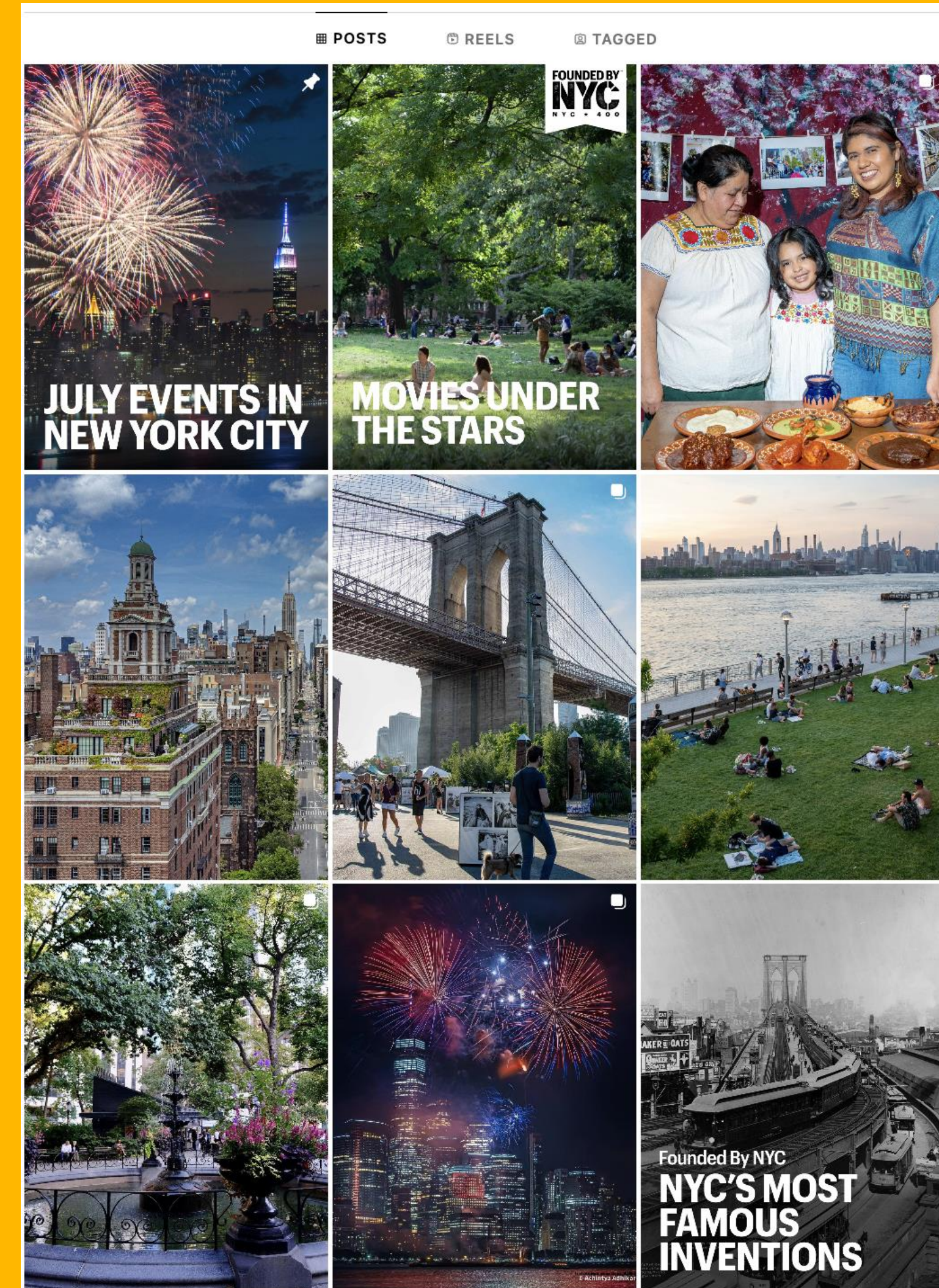
Leave ~80px clear across the bottom if you'll be requesting a call-to-action in-app



Meta Posts: Best Practices

BEST PRACTICES

- Remember, the NYC Tourism audience is made up of potential visitors. Your message should always be visitor-facing.
- Any posts that will exist in the must be 4:5 ratio. Square posts will be cropped.
- Please use white sans serif for your captions, with a black drop shadow or black surrounding boxes.
- Avoid QR codes.
- Avoid music — it can quickly become a copyright issue.
- If you request a CTA button, leave room in your post for it (appears as a bar across the bottom).



Meta Stories: Specs

AD DIMENSIONS

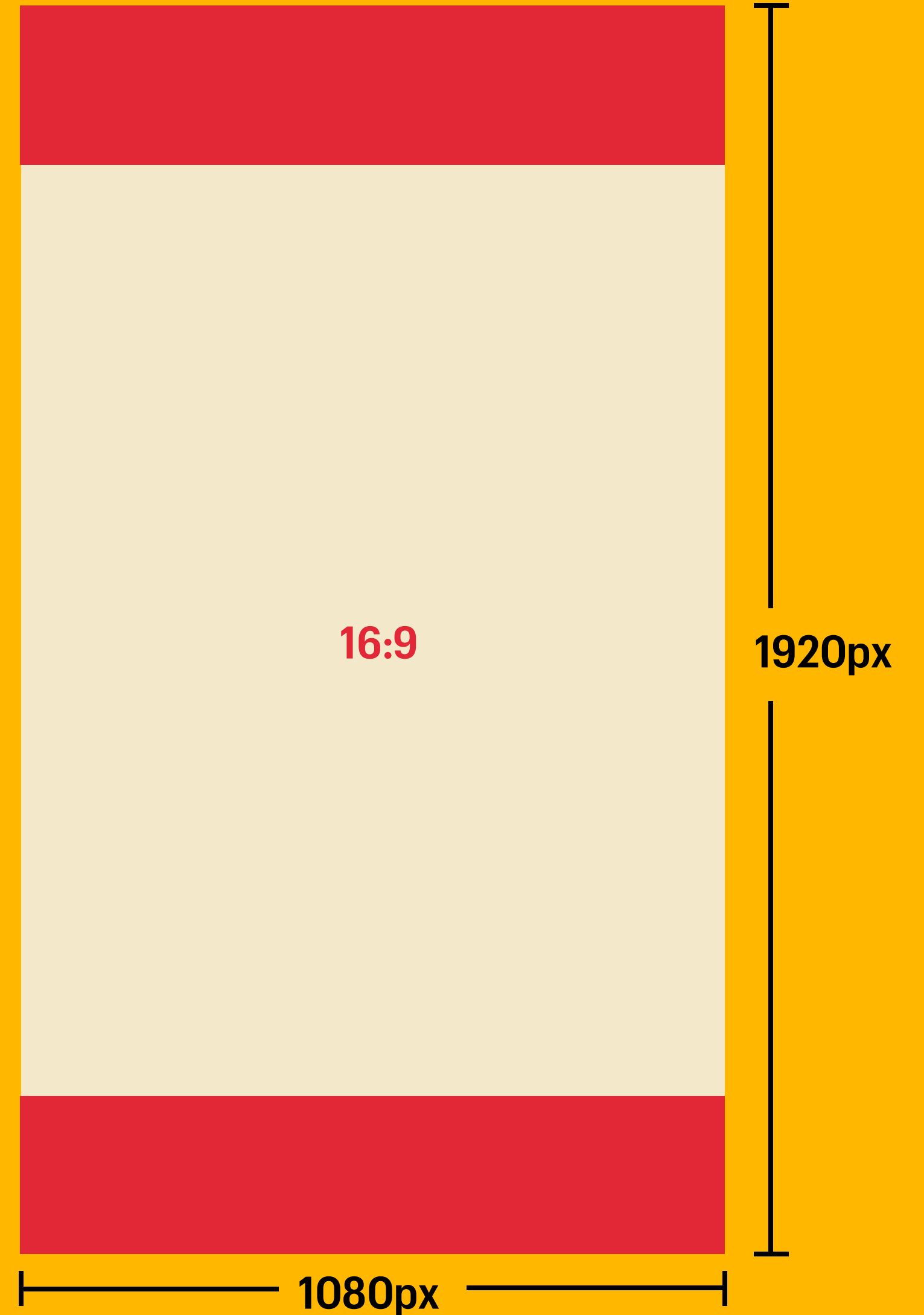
HD Vertical Video or static: 1080px W x 1920px H
If video, dialogue must be captioned.

FILE TYPE

JPG for static, MP4 for video

SAFE ZONE

The red blocks in the diagram to the left show area that should be clear of logos, text, captions or crucial parts of footage.



Meta Stories: Best Practices

BEST PRACTICES

- Remember, the NYC Tourism audience is made up of potential visitors. Your message should always be visitor-facing.
- Place subtitles within in the safe zone.
- Please use white sans serif for your captions, with a black drop shadow or black surrounding boxes.
- Avoid QR codes.
- Avoid music — it can quickly become a copyright issue.
- If you request a URL sticker, leave room in your story panel for it.



MEDIA GUIDE: SOCIAL

Meta Reels: Specs

AD DIMENSIONS

HD Vertical video: 1080px W x 1920px H

Dialogue must be captioned.

FILE TYPE

MP4 for video, JPG for static (static not recommended unless it's a series of statics to create a 'slide show')

SAFE ZONE

The red blocks in the diagram to the left show area that should be clear of logos, text, captions or crucial parts of footage.

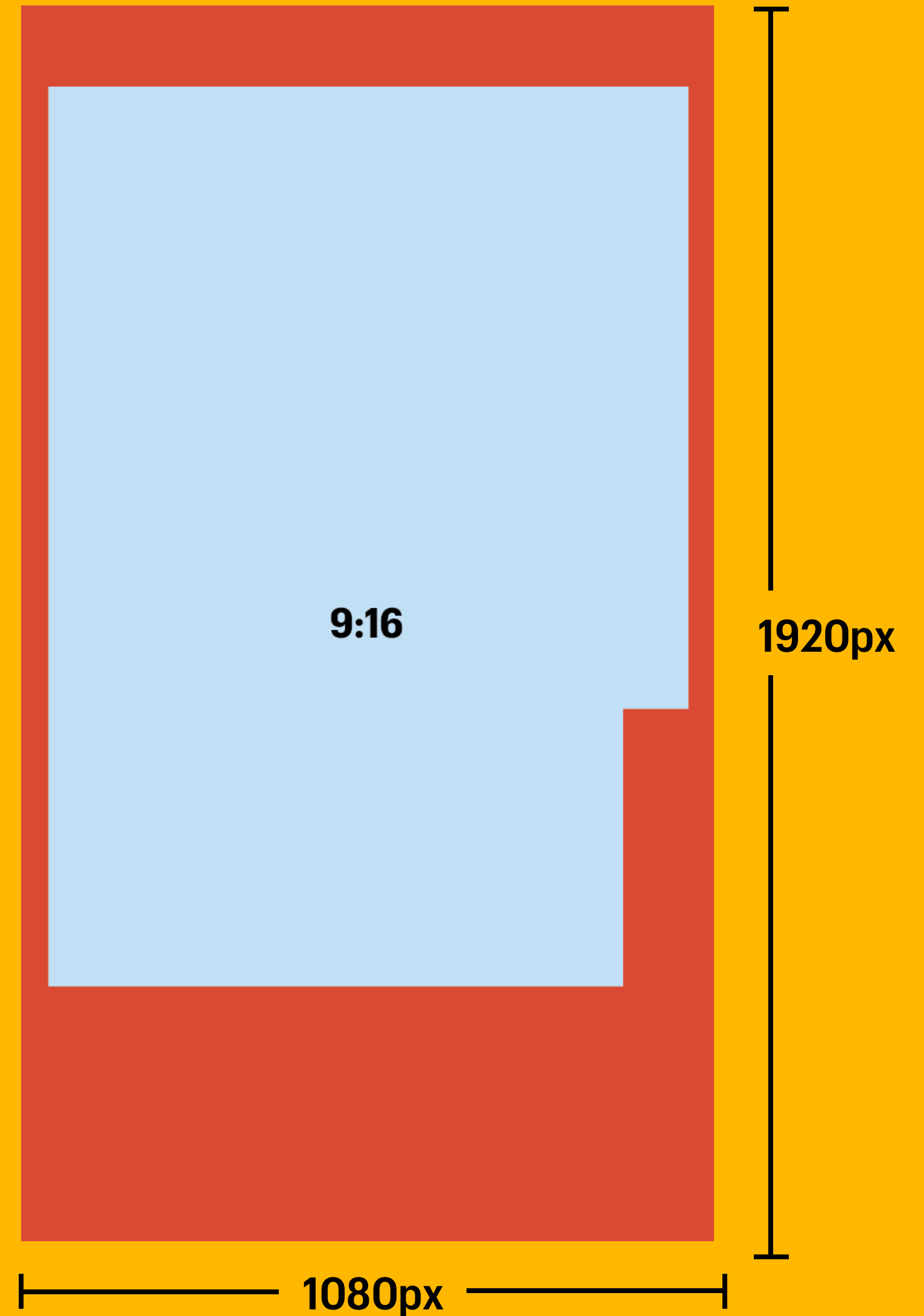
AD THUMBNAIL (OPTIONAL)

Vertical static: 1080W x 1920H

In-grid thumbnail will crop to center square of image. Be strategic about focal point.

FILE TYPE

JPG



MEDIA GUIDE: SOCIAL

TikTok: Specs

AD DIMENSIONS

HD Vertical video: 1080px W x 1920px H

Dialogue must be captioned.

FILE TYPE

MP4 for video, JPG for static (static not recommended)

SAFE ZONE

The red blocks in the diagram to the left show area that should be clear of logos, text, captions or crucial parts of footage.

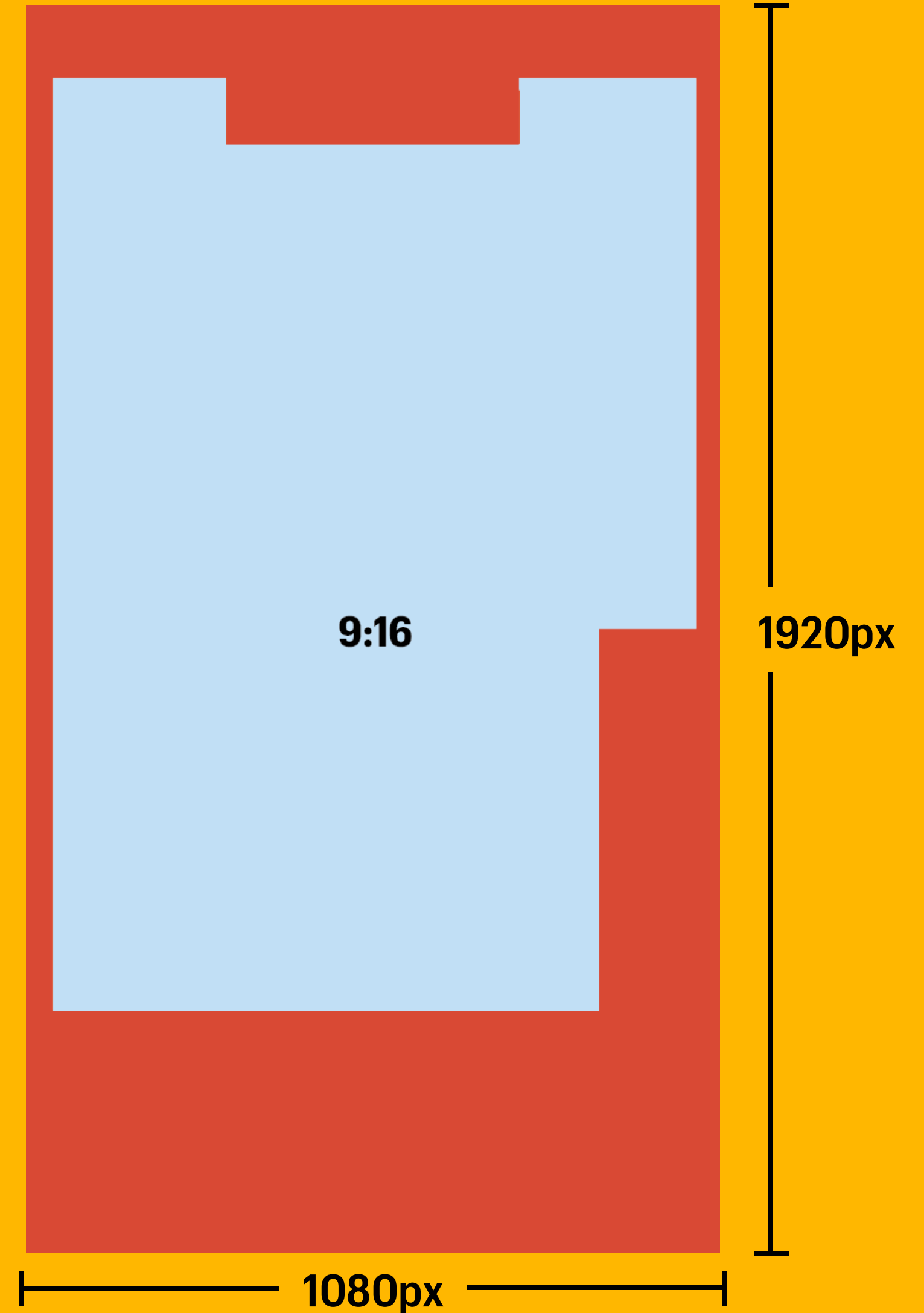
AD THUMBNAIL (OPTIONAL)

Vertical static: 1080W x 1920H

In-grid thumbnail will crop to center square of image. Be strategic about focal point.

FILE TYPE

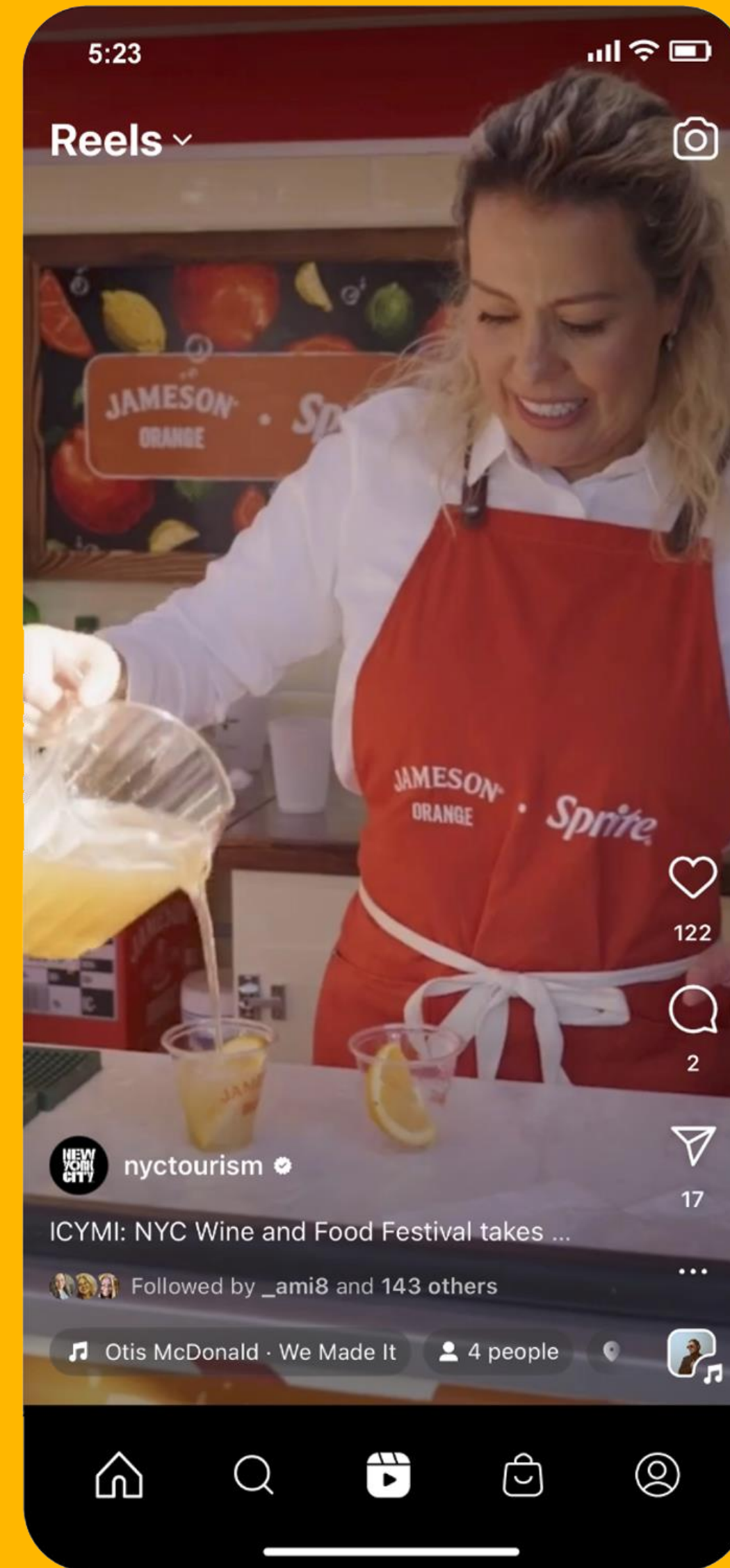
JPG



Meta Reels/TikTok: Best Practices

BEST PRACTICES

- Remember, the NYC Tourism audience is made up of potential visitors. Your message should always be visitor-facing.
- Place subtitles within the safety zone.
- Please use white sans serif for your captions, with a black drop shadow or black surrounding boxes.
- Avoid music — it can quickly become a copyright issue.
- Avoid QR codes



WEBSITE ASSETS

Website Hero Image: Specs

IMAGE DIMENSIONS

- Horizontal 3:2 ratio
- 3000px x 2000px
- Static creative / photo

FILE TYPE

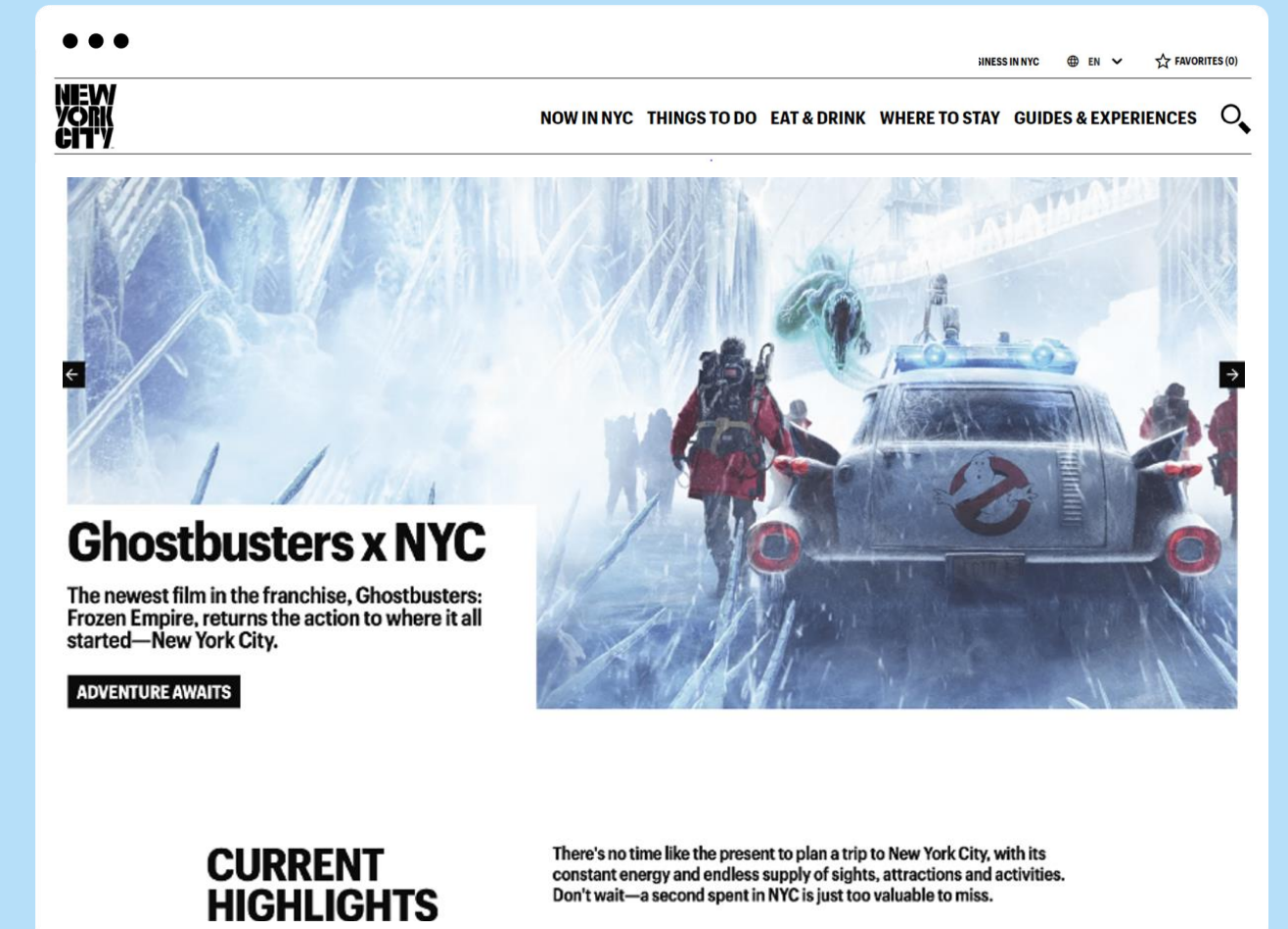
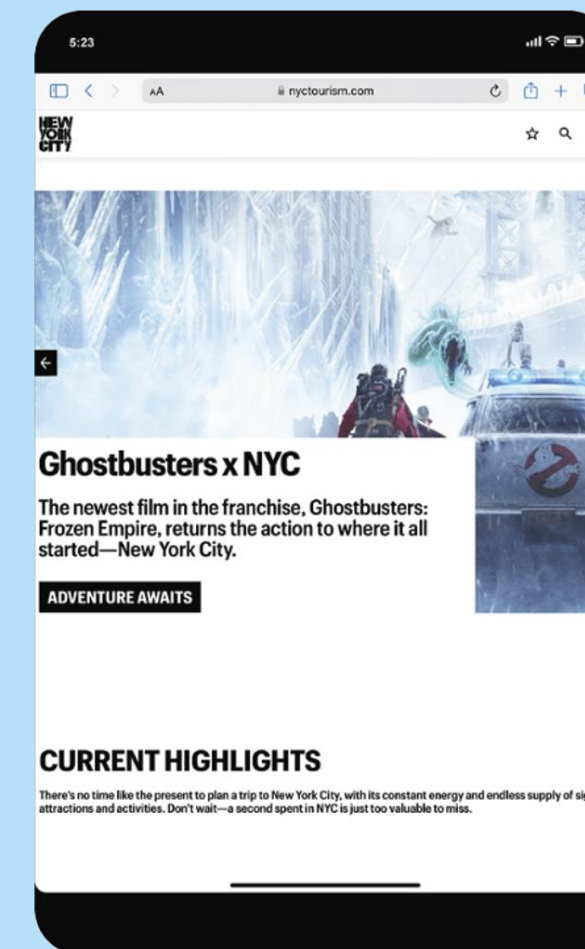
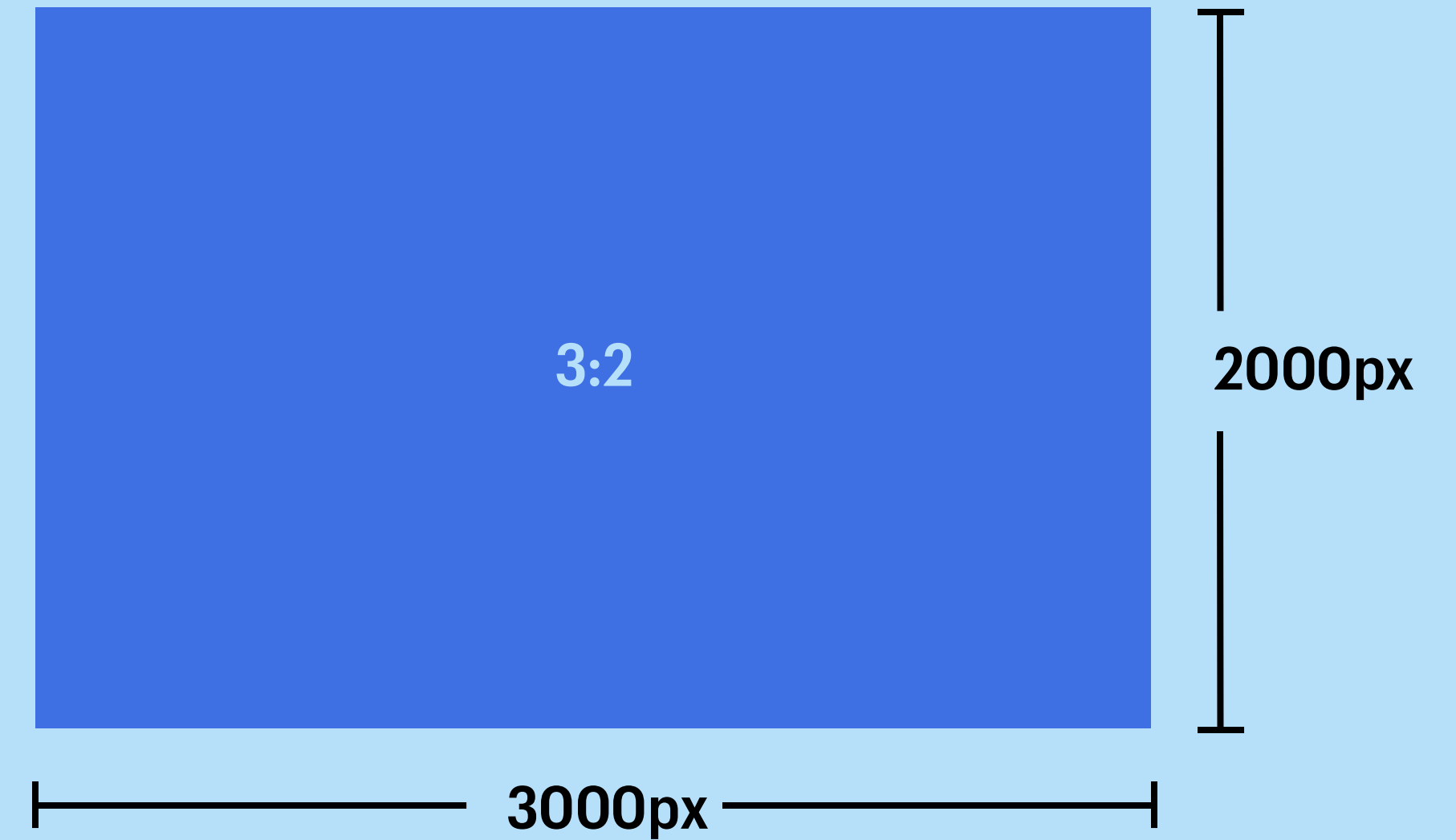
- JPG

RESTRICTIONS

- Do not add logos, graphics or copy to the image.

BEST PRACTICES

- The hero block is responsive; be aware that different portions of the image will show at each size.
- On desktop, the title block will cover part of the left side of the image on desktop.



MEDIA GUIDE: WEBSITE

Website Partner Unit

IMAGE DIMENSIONS

- Horizontal
- 240px x 200px
- Static creative / photo

FILE TYPE

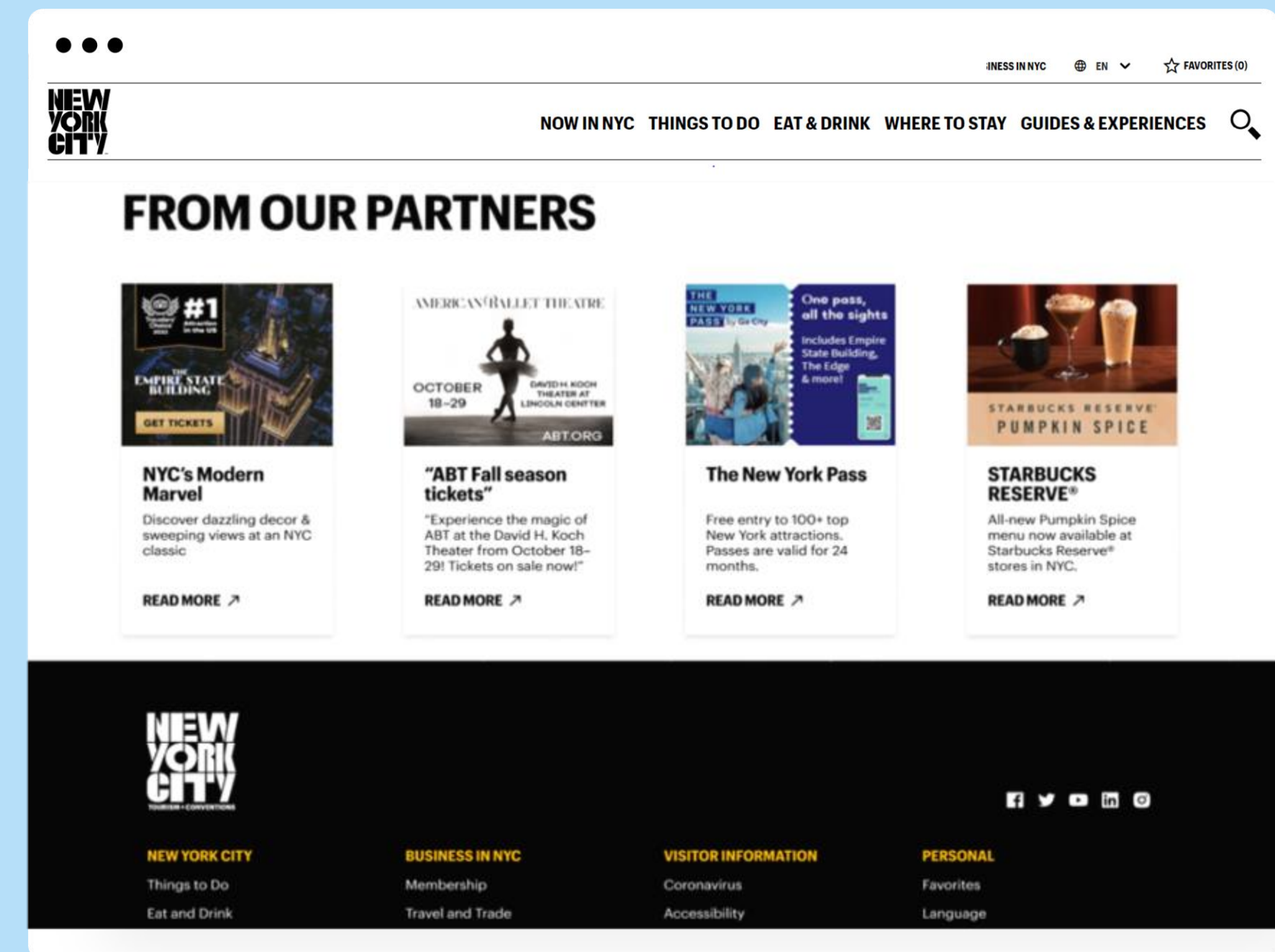
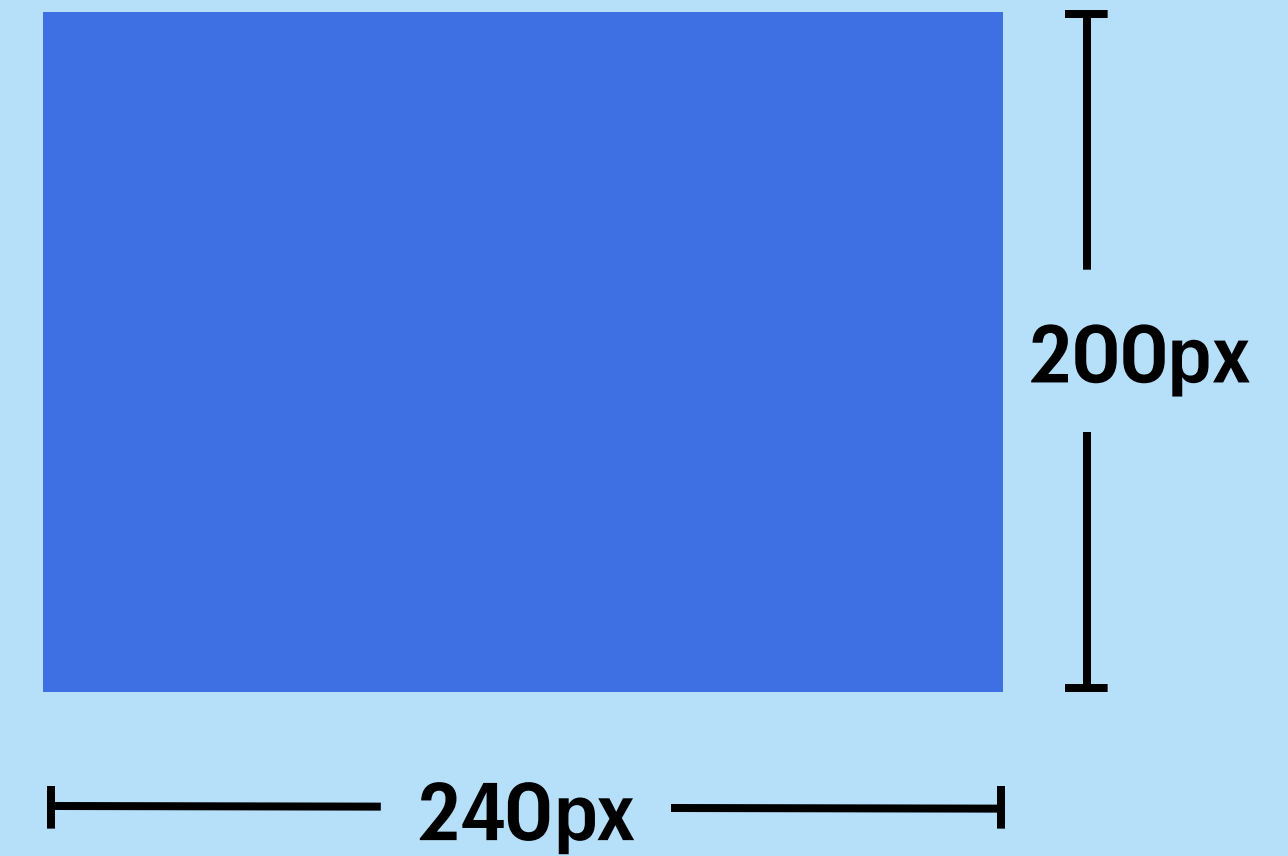
- JPG or PNG 200kb maximum

BEST PRACTICES

- Due to the small size of this unit, you may want to avoid logos or copy.

COPY REQUIREMENTS

- Headline: 20 character or less
- Description: 80 characters or less
- 1x1 Impression & Click Tracker // No other tags are accepted
- Click Through URL Needed



Website Event Listing: Specs

IMAGE DIMENSIONS

- Horizontal 3:2 ratio
- 3000px x 2000px
Static creative / photo

FILE TYPE

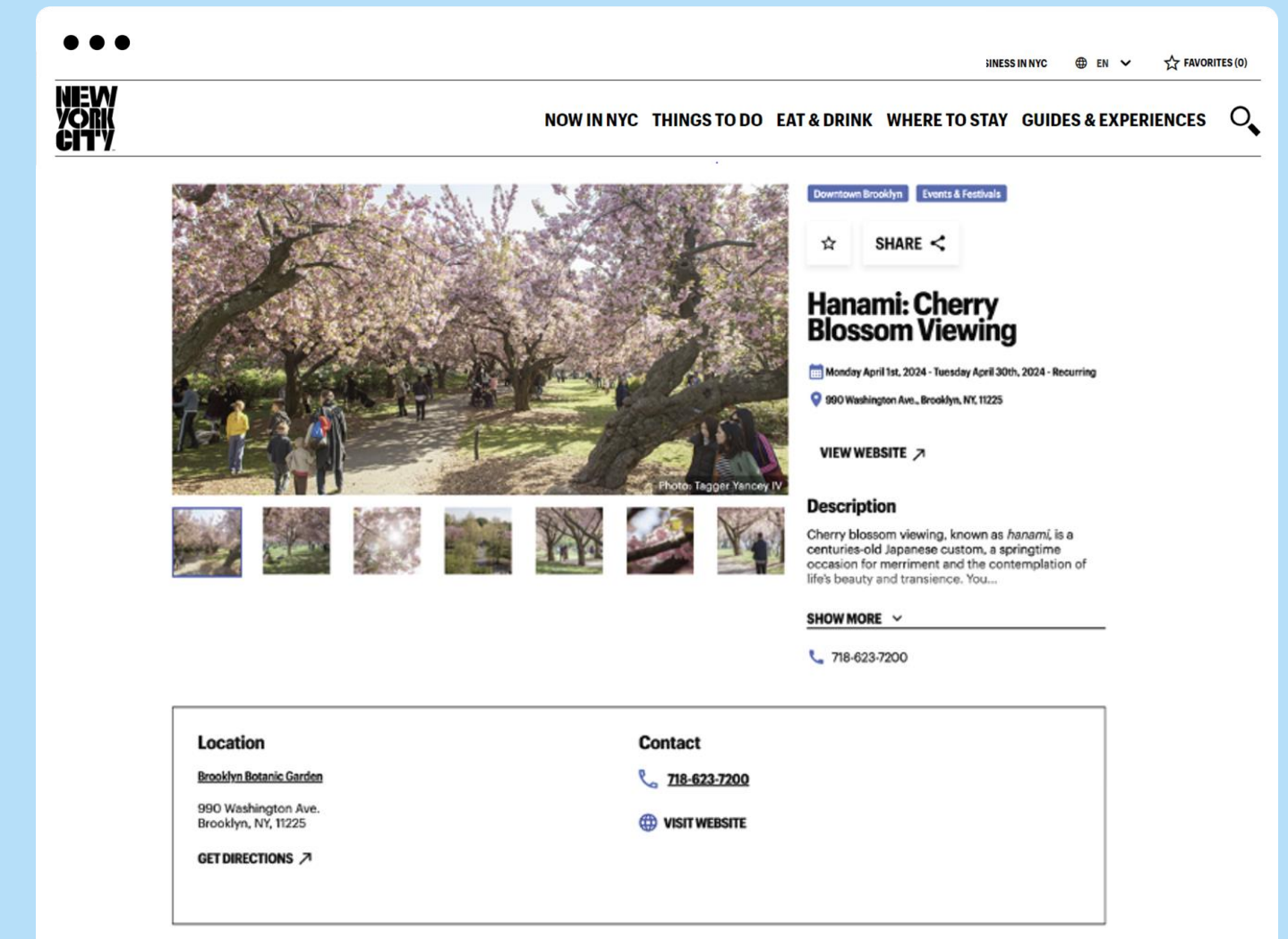
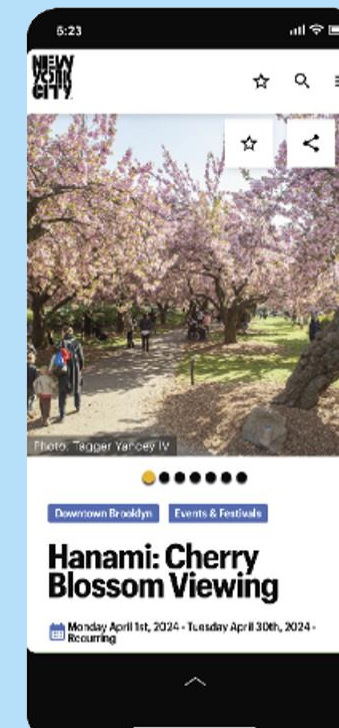
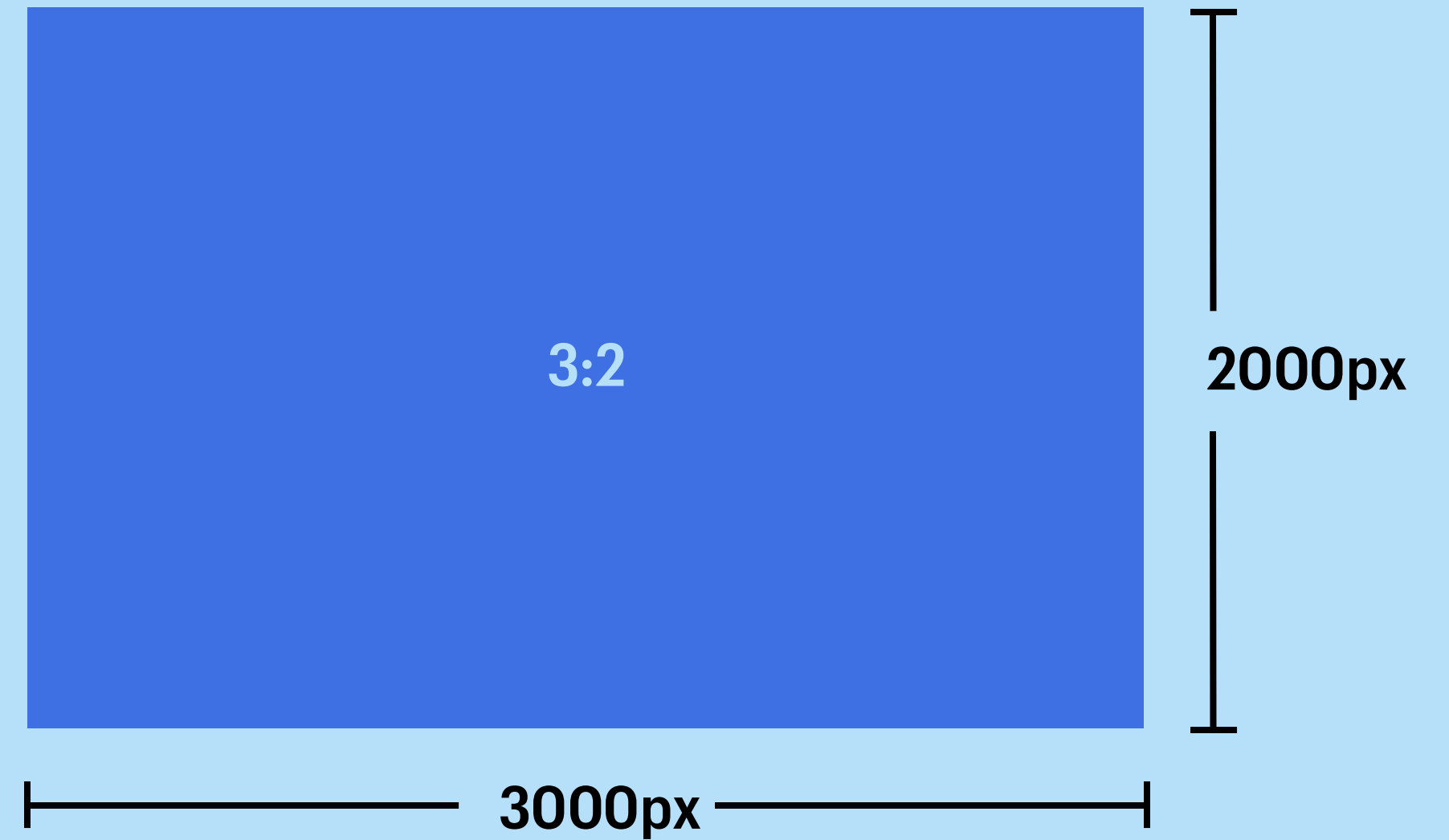
- JPG

RESTRICTIONS

- Do not add logos, graphics or copy to the image.

BEST PRACTICES

- This image, while not responsive, crops differently on different devices.
- Different portions of the image will show on desktop and mobile, with focus on the center of the image.
- You may send multiple images as in the example below, displayed as click-through thumbnails.

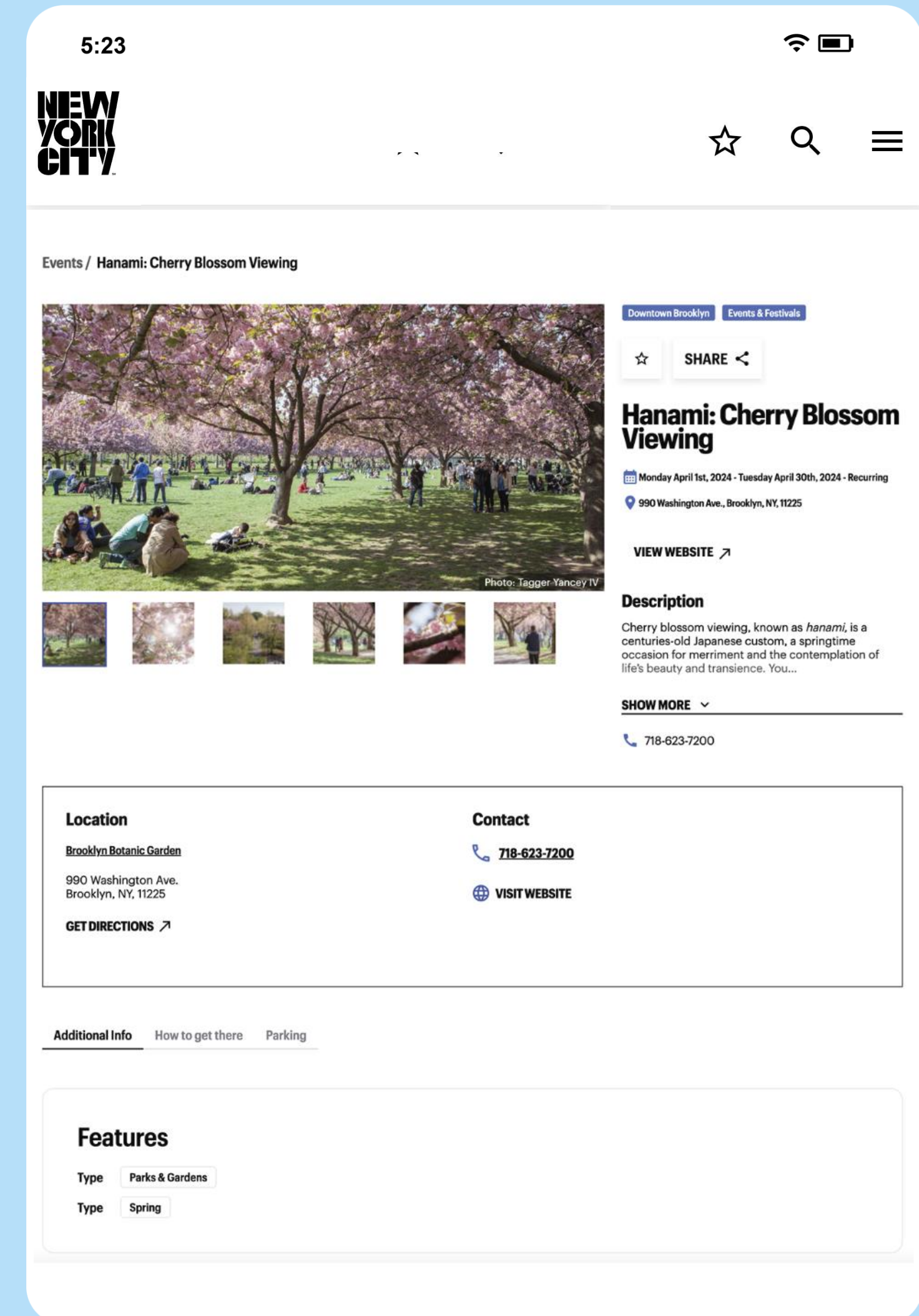


Website Event Listing: Copy

EVENT LISTING FORM

Below are the mandatory fields included in the upload form for event listings.

- Event title:
- Summary: (~10 words or less)
- Start date:
- End date:
- Event website URL:
- Related venue:
- Primary categories: (neighborhood, type)
- Promotion: (incl. seasonal calendars, etc)
- Event Description: (~75 words or less)



EMAIL ASSETS

Sponsored Email: Specs

SUBJECT LINE: Maximum character count 45

PREHEADER: Maximum character count 80

LOGO

- Transparent PNG or vector file to fit 560px W x300px H

HEADER

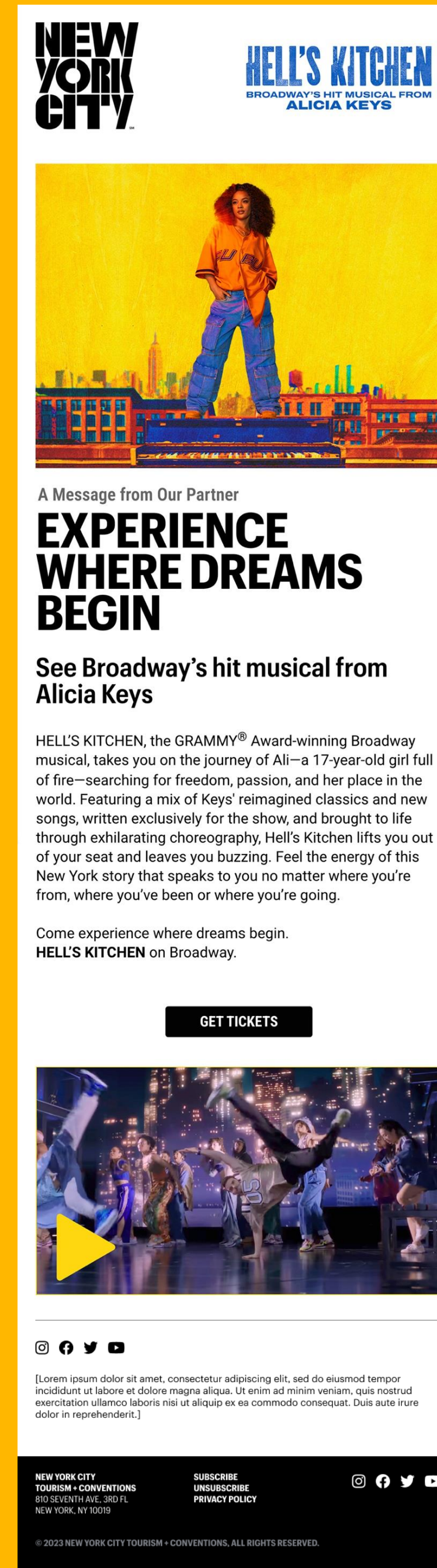
- **Image** : 1200px W x 900px H JPG or PNG; no text or logos
- **Headline:** 45 characters max
- **Subhead:** (optional) 90 characters max

BODY

- **Copy:** May include as many bolded headings, copy sections and buttons as needed
- **CTA:** 30 characters max; Provide only one click-through link
- **Optional:** Inline image or YouTube thumbnail (1200px W x 900px max H)

FOOTER

- Provide social links and legal copy



LOGO

HEADER

- Image
- Headline
- Subhead

BODY

- Copy
- CTA
- Image

FOOTER

- Social links
- Legal copy

Welcome Series Email: Specs

LOGO

- Transparent PNG to fit 450px W x220px H
- Or provide a vector file (EPS, SVG)

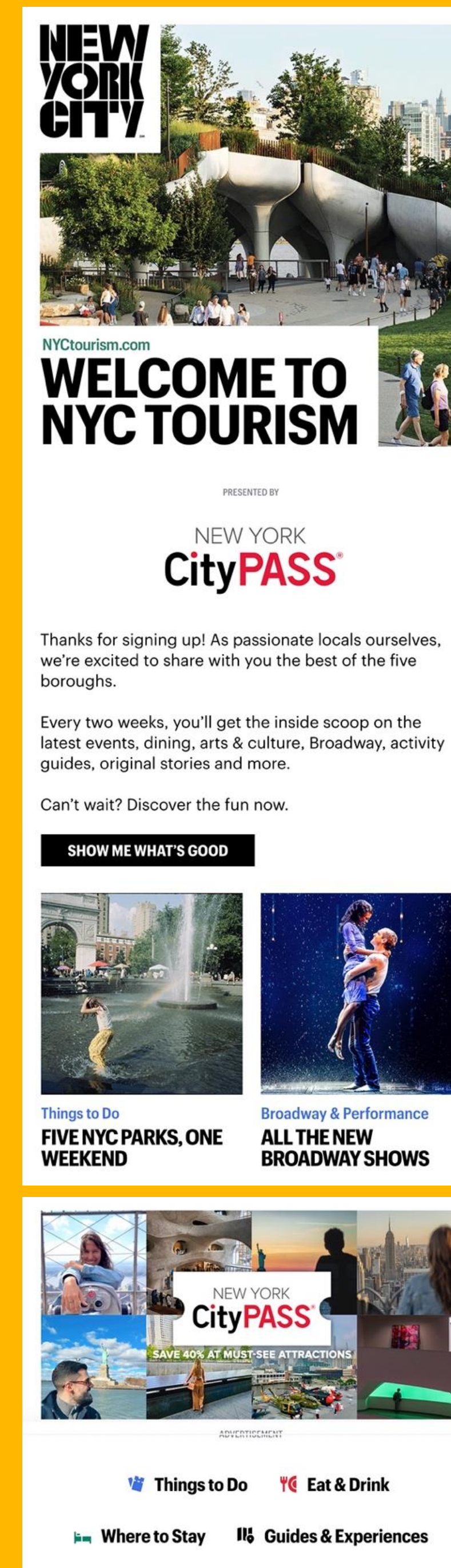
AD UNIT

Horizontal: 600px W x 295px H

File Types: JPG, GIF, PNG

File Size: 300kb or less

Restrictions: Animated GIF: loop only 3x



I LOGO

I AD UNIT

MEDIA GUIDE: EMAIL

Email Inclusion: Specs

IMAGE

Horizontal:

- 600px W x 295px H

FILE TYPES

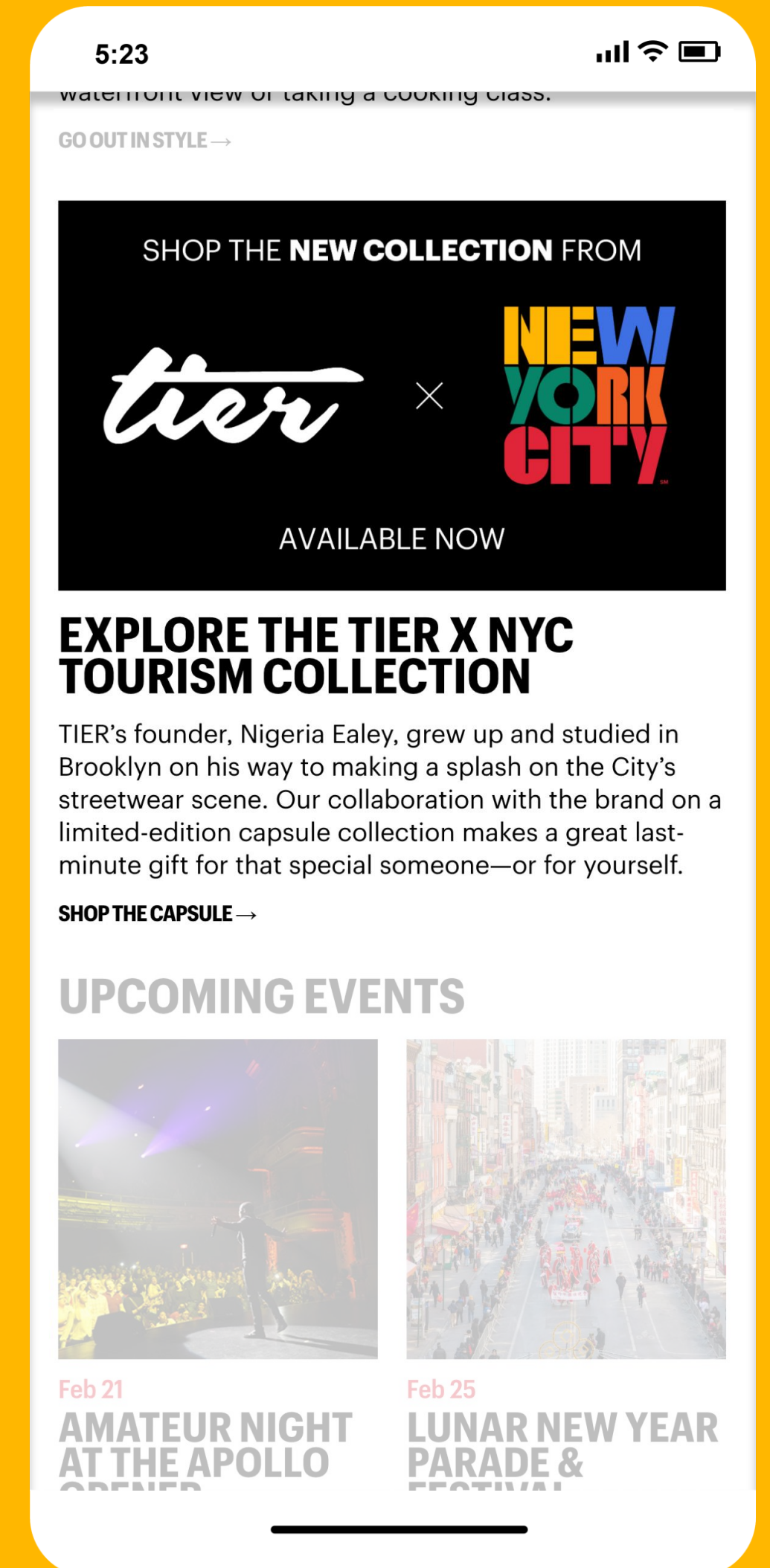
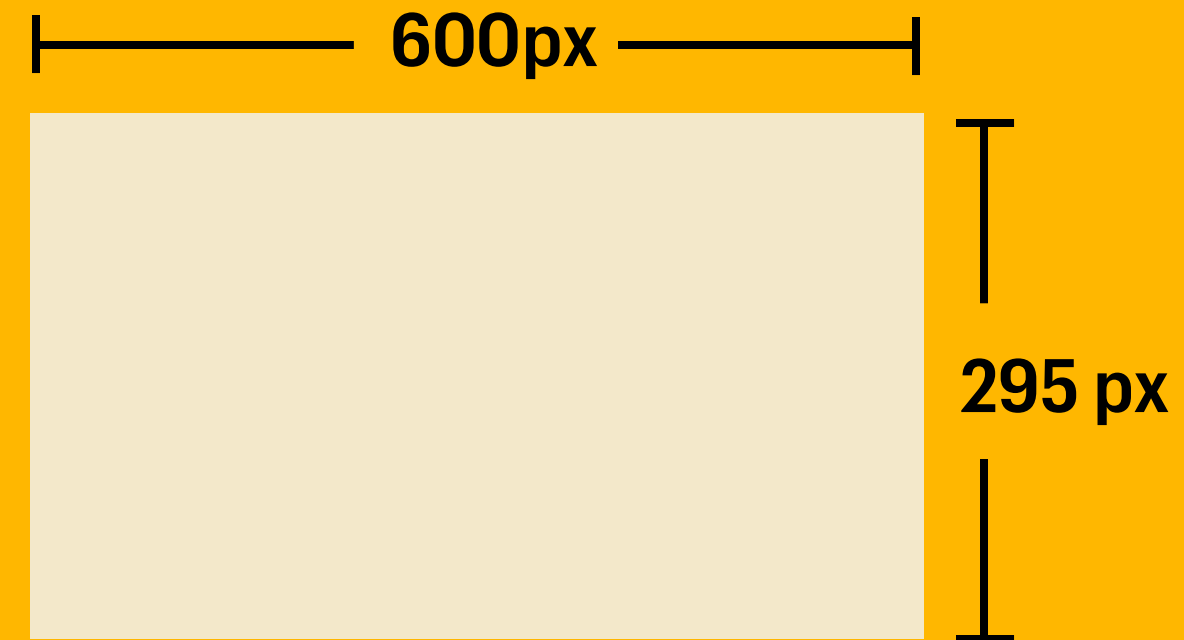
- JPG, GIF, PNG

FILE SIZE

- 300kb or less
- Animated GIF: loop only 3x

COPY

- **Headline:** 50 characters max
- **Body Copy:** 55 words or 300 characters max
- **CTA:** 22 characters max
- **URL**



Email Banner Ad: Specs

IMAGE

Horizontal

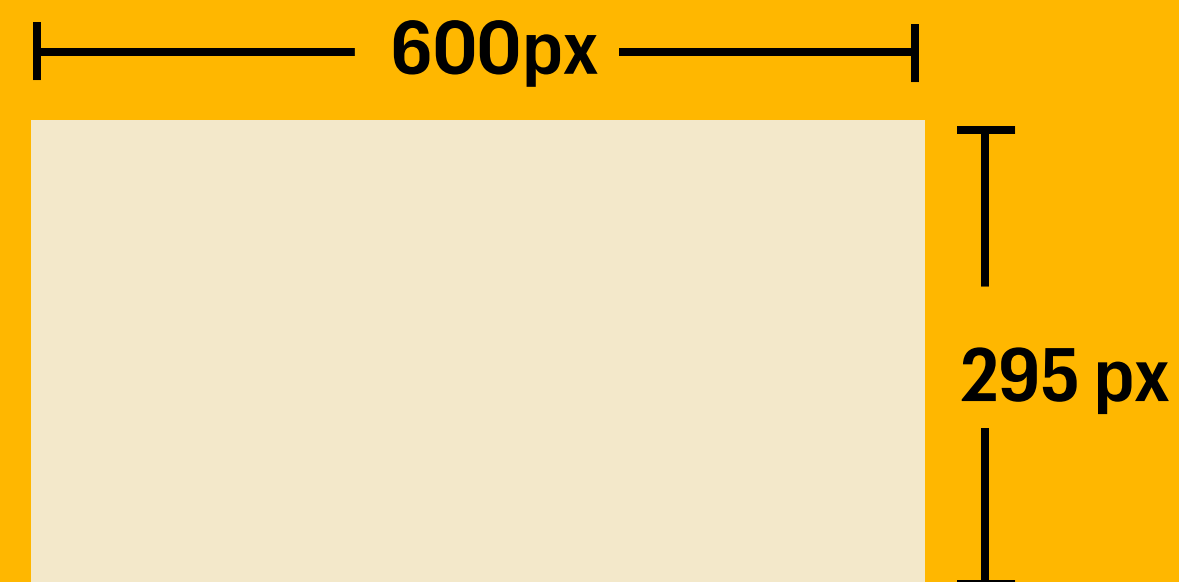
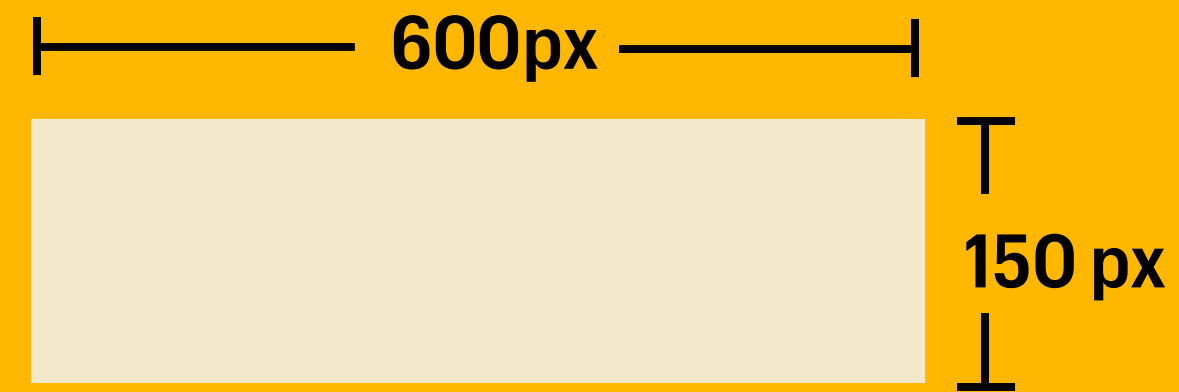
- 600px W x 150px H
- 600px W x 295px H

FILE TYPES

- JPG, GIF, PNG

FILE SIZE

- 200kb or less
- Animated GIF: loop only 3x



DISPLAY BANNERS

MEDIA GUIDE: DISPLAY BANNERS

Banner Ad Sizes

BILLBOARD (Desktop)

- Ad Size: 970px W x250px H

LEADERBOARD (Desktop, Tablet)

Ad Size: 728px W x90px H

LEADERBOARD + STICKY (Mobile)

- Ad Size: 300px W x50px H

HALF PAGE UNIT (Desktop)

- Ad Size: 300px W x600px H

MEDIUM RECTANGLE (Desktop, Mobile)

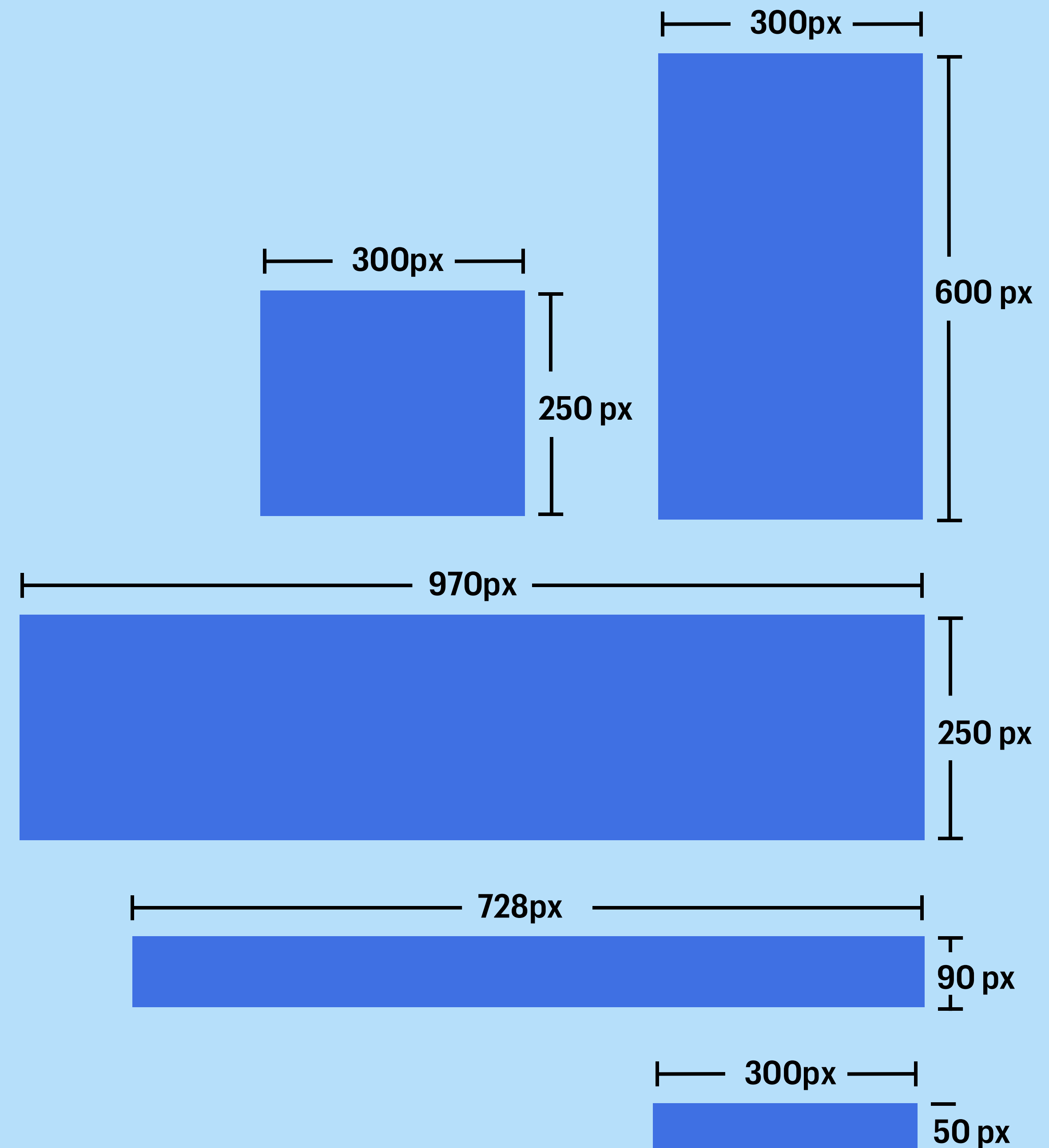
- Ad Size: 300px W x250px W

FILE TYPES

- GIF, JPG, HTML5

FILE SIZE / RESTRICTIONS

- 200kb except Sticky: 100kb
- Animated GIF: 3x loop max



Banner Ad Addition Information

SERVING CAPABILITIES

- Site-served or third party served accepted

LEAD TIME + DEADLINES

- Please ensure that all assets are provided no later than one week before campaign launch.

BEST PRACTICES

- A live click-through URL with UTM tracking will be needed for each ad unit.
- Photos must be high-impact. Text overlay, logo and other graphic elements need to be legible— be mindful of platform and scale.



VIDEOS

Video Broll Requests

CONTEXT

We are looking for unedited footage of the event or venue to include in our promotional videos. **This means that your footage may be used in our promotional materials including but not limited to, our website, social media, broadcast, tradeshow, events, out of home media, etc. The copyright and content of the video must be owned or controlled by you and cleared for all media, worldwide, in perpetuity with no restrictions and no other permissions are required.**

BEST PRACTICES

- Raw unedited video is preferred but we will take an edited video if that is what is available
- Video should not have any graphics, [logos](#), or titles on the screen
- Video with sound is optional



Video: Specs

DIMENSIONS

- Horizontal Video 16:9 ratio
- **HD** 1920px x 1080px or **4K** 3840px x 2160px
- Duration: Any

FILE TYPE

- .mp4 or .mov

SETTINGS

- Sound optional
- No onscreen graphics or titles



THANK YOU

