

**In order for Shared Pillar placard orders to be executed as smoothly as possible, the requirements stipulated in this product sheet must be observed.**

**This information must always be forwarded to creative agencies, customers and printing works commissioned to print the poster motifs.**

### Mandatory technical instructions for poster printing and delivery

Either **1/1, 2/1, 4/1 or 6/1 sheet posters** are to be used for a Shared Pillar ("Litfaßsäule"). Poster dimensions must be between min. 594 x 841 mm (W/H) and max. 1190 x 2520 mm (W/H), in accordance with DIN standard dimensions. Posters that exceed those minimum or maximum dimensions are not allowed. The only Shared Pillar poster dimensions allowed are:

- 1/1 (A1)            594 x 841 mm (W/H)
- 2/1 (A0)            841 x 1190 mm (W/H)
- 4/1                    1190 x 1680 mm (W/H)
- 6/1                    1190 x 2520 mm (W/H)

**To achieve the best possible appearance, please make sure that each of the following guidelines is met:**

#### Print

To prevent the ink from running when wet and to ensure that the posters are weather-resistant, only water-proof inks may be used. No luminous colours may be used. Furthermore, "elastic" printing inks are to be used as otherwise white lines may be left behind where the poster has been folded, which can then be seen when the poster is placed.

Posters intended for backlit display, e.g. in City Light poster installations, cannot be used for Shared Pillar posting and can unfortunately not be accepted.

- Sheet format for        4/1        in 2 sections
- Sheet format for        6/1        in 2 **or ideally 3 sections**

#### Paper quality

Wet-strength poster paper which is tearproof even when wet with a blue reverse side and a **paper weight of 115 g/m<sup>2</sup>** is to be used.

The paper should only expand minimally when water is applied so that the overall dimensions are not exceeded. Furthermore, to ensure optimal poster appearance, the grain direction of the paper must always be the same and the vertical expansion of all sheet sections must be taken into account.

Ströer reserves the right to only use posters which comply with the quality guidelines.

Please note that in such a case we are unable to issue credit notes.

#### Certification

Printing works were able to become certified in accordance with the quality requirements for poster production up to the end of 2006. Following certification, printing works are able to guarantee that all production processes and transports to the poster warehouses are not only performed on schedule but also meet high quality standards.

The poster printers are happy to answer your questions and provide complete quotes for pillar poster print jobs. A list of certified printing works can be found, for example, at [www.stroer.de](http://www.stroer.de).

# Shared Pillar placard formats

## Product sheet 2012

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### Delivery

Delivery is free **at least 10 working days (Mon. – Fri.)** before the beginning of the posting period with specification of the 10-day rental period. The posters must be delivered with a miniature proof (motif), which is visible from the outside.

The posters for Shared Pillar placard must be delivered **flat on pallets**.

All shipments of posters must include a delivery note with the following information:

1. Address, telephone and fax number of the printing works
2. Name of the clerk at the printing works
3. Advertiser / direct customer with agency
4. Poster motif (brand, product and subject)
5. Poster placement period (week)
6. Format and number
7. Miniature proof



### Spare posters

On top of the number of posters ordered to be displayed, an additional number of spare posters is required per poster motif, depending on order volumes:

- up to 20 posters per motif: 20% spare
- from 21 to 999 posters per motif: 10% spare
- from 1.000 to 1.499 posters per motif: 7,5% spare
- 1.500 postes or more per motif: 5% spare

### Storage / Disposal

The delivered posters shall be automatically destroyed 100 calendar days (Mon. – Sun.) after the last poster has been called up unless otherwise agreed in writing.

### Guarantee / Additional costs

To allow the entire process to run as smoothly as possible, Ströer stipulates the deadlines and required poster quality. Ströer can only guarantee that poster placement will be on time and of the highest standards if all the requirements are met. If these requirements are not fully met (please refer to the item "Paper quality"), the implementation of a poster campaign might be impaired as follows:

1. Need for an additional delivery run incurring extra costs
2. Earliest possible posting is one day after the placement day
3. Rejection of delivered posters

In the event of additional costs as a result of poor quality or delays in poster delivery, Ströer will invoice the customer (intermediary agency or advertiser) accordingly.

Unfortunately, complaints which are directly related to the above-mentioned points cannot be accepted.