

In order for City Light Poster / City Light Poster changer 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.

City Light Poster (CLP) City Light Poster changer Product sheet 2010

Mandatory technical instructions for poster printing and delivery

For posting, only **City Light Poster sized poster sheets** with a **motif area of 1185 x 1750 mm (W/H)** in accordance with DIN standard dimensions are to be used. Neither larger nor smaller formats may be used.

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

Poster design

Since the **visible area is 1150 mm in width x 1700 mm in height**, the text and essential graphic elements should not be printed up to the poster edge. For technical reasons, overlays may not be used on the posters.

Print

Using **offset printing, two-sided print jobs** have to be carried out using **4/4-colour on both poster sides** to achieve optimum colour brilliance both during day and night display.

When using **digital printing**, depending on a motifs print colours, posters can be printed using **from 4/0 to 4/4 coloured print**, as long as optimum backlit motif appearance is always ensured.

When dry spray powders are used (offset printing), only organic products (starch) may be employed.

Posters can be printed using digital, offset or screen printing¹.
However, they must have a **relative stack moisture** of at least **50%-60% upon delivery** in order to be further processed!

¹Posters printed using screen printing often have a stack moisture level which is significantly below 50%; such posters are not suitable for further processing.

Only inks that are resistant to adhesive tape should be used.

Posters for wet bonding on solus sites cannot be used for display in City Light posters and can unfortunately not be accepted.

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Paper quality

Offset paper with double-sided coating and a **paper weight of 150 g/m²** is to be used.

To ensure optimal poster appearance, the grain direction of the paper must be observed:
In this case it must be "long grain".

This means that the grain direction of the paper, based on a complete poster (4/1), must always be horizontal!

Ströer reserves the right to only use posters which comply with the quality guidelines.
Please note that we are unable to issue credit notes.

Longer posting periods

If a CLP poster is used for longer than 4 weeks, a special double-sided film coating (lamination) must be used to ensure durability.

In a CLP changer, Posters that are displayed for longer than one period are placed either at the top or at the bottom position of the changer's poster combination. Hence, these posters are specially fitted with their own clip-on strips.

Note: To ensure the quality required by Ströer, all necessary poster laminations and clip-on strips are assembled at our poster warehouses.

Extension (continued posting service) using CLP changers

If a poster is displayed for an extended period in a City Light poster changer, a new poster must be provided each week.

Certification

Printing works were able to become certified in accordance with the quality requirements for City Light poster production up to the end of 2006. Following certification, printing works are able to guarantee that all production processes and transport 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 will also quote special offers for producing a specified number of posters for City Light poster installations. A list of certified printing works can be found, for example, at www.stroeer.de.

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Poster Identification Code (PIC)

The posters should be furnished with a unique code (PIC). This tool has been developed by the German Association of Outdoor Advertising (FAW) as a trade solution. The motif and format of the poster are clearly labelled with the PIC number. The PIC number is created by special agencies with the PIC center internet-based system by 15 working days (Mon. – Fri.) at the latest prior to the pre-poster placement date and made available to Ströer.

Internet address of PIC center: www.faw-pic.de

Access data may be applied for on the system homepage. Support is provided in the Support section.

The screenshot shows the 'SUPPORT' section of the PIC Center website. The header includes the FAW logo and the text 'PICCENTER Effiziente Prozesse durch eindeutige Identifizierung.' A user profile box for 'Eingeloggt: Roland Meier, Ströer Out-of-Home Media AG' is visible in the top right. The navigation menu has 'SUPPORT' highlighted. The main content area lists five documents for download:

- 1. Benutzerhandbuch PIC Center (Stand 15.02.2007) [DOWNLOAD]
- 2. Prozessbeschreibung PIC (Stand 29.05.03) [DOWNLOAD]
- 3. Schnellleite Webanwiz: SCMP (Stand 14.02.2008) [Dokument]
- 4. Formular zur Supportanfrage (Stand 14.02.2008) [DOWNLOAD]
- 5. Schulungsunterlagen PIC Einführung (Stand 14.04.2008) [DOWNLOAD]

Below the list, there is a 'KONTAKT' button for inquiries. The footer contains contact information for FAW Service des Fachverbands Außenwerbung e.V. and links to Nutzungsbedingungen, Kontakt, and Impressum.

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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 week booked. The posters must be delivered with a miniature proof (motif), which is visible from the outside. The City Light posters must be delivered in one piece and **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. Direct customer
8. Miniature proof
9. PIC for motif



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.

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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 standard if the requirements are met. If these requirements are not fully met, poster placement (insofar as posting is still possible: refer to the item "Paper quality") may change as follows:

1. Need for an additional delivery run incurring extra costs and
2. Poster placement from Wednesday, 8 a.m. at the earliest.

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.

Delivery address

Poster placement in:

Ströer Media Deutschland GmbH & Co. KG Plakatfabrik Zirndorf (VSA 1001) Jordanstr. 14-16 90513 Zirndorf, Germany Tel.: +49 (0)911 – 699870 Fax.: +49 (0)911 – 6998799	As per order processing program
Ströer Media Deutschland GmbH & Co. KG Plakatfabrik Radebeul (VSA 1002) Friedrich-List-Str. 4 01445 Radebeul, Germany Tel.: +49 (0)351 – 8393370 Fax.: +49 (0)351 – 8393399	As per order processing program
Ströer Media Deutschland GmbH & Co. KG ML-Center Witten (VSA 1003) Liegnitzer Str. 1 58454 Witten, Germany Tel.: +49 (0)2302 – 929 9 Fax.: +49 (0)2302 – 929 220	As per order processing program
Ströer Media Deutschland GmbH & Co. KG Plakatfabrik Karow (VSA 1004) Akazienstr. 5-7 23966 Karow, Germany Tel.: +49 (0)3841 – 79610 Fax.: +49 (0)3841 – 796159	As per order processing program

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City Light Poster dimensions

