

**In order for City Light Column / Premium CLP 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

For posting in one of the sides of a City Light Column (CLC), either two different motifs in CLP format or one single motif in CLC format can be deployed.

The CLP motif dimensions must be 1185 x 1750 mm (W/H) while the CLC sized motif dimensions must be 1185 x 3500 mm (W/H), in accordance with DIN standard dimensions.

Neither larger nor smaller formats may be used. For posting the CLC sized motif in the column, two separate poster sheets in standard CLP size are used (check the **drawing on the last page** far below).

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

### Poster design

Since the **visible area of one motif is either 1150 x 1700 mm (W/H) or 1150 x 3400 mm (W/H)**, the text and essential graphic elements should not be printed up to the poster / sheet 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 printing<sup>1</sup>.  
However, they must have a **relative stack moisture** of at least **50%-60% upon delivery** in order to be further processed!

<sup>1</sup>Posters 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 the City Light column and can unfortunately not be accepted.

- Motif format for City Light Poster in 1 section (4/1)
- Motif format for City Light Column in 2 sections (2 x 4/1)

Please check the drawing on the last page (below) where these correct poster motif formats are shown!

## Paper quality

Offset paper with double-sided coating and a **paper weight of 150 g/m<sup>2</sup>** is to be used.

In order to achieve an **optimal posting result** we recommend a **paper weight of 170 g/m<sup>2</sup>** and, furthermore, **to lacquer the paper as part of the final print production.**

**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 or 8/1), 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 poster is used for longer than 4 weeks, a special film coating (lamination) must be used to ensure durability. This is carried out by the poster warehouses to ensure the quality required by Ströer.

## Certification

Printing works were able to become certified in accordance with the quality requirements for City Light columns 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 columns / Premium City Light posters. A list of certified printing works can be found, for example, at [www.stroeer.de](http://www.stroeer.de).

## 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 uniquely 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](http://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' page of the PIC Center website. The header includes the FAW logo, the text 'PICCENTER Effiziente Prozesse durch eindeutige Identifizierung', and a user login area for 'Eingeloggt: Roland Woss, Ströer Out-of-Home Media AG' with a 'ABMELDEN' button. The navigation menu contains 'START', 'PIC', 'SUPPORT', 'PROFIL', and 'ADMIN'. The main content area is titled 'SUPPORT' and contains the following text: 'Hier erhalten Sie immer die aktuellsten Unterlagen rund um das PIC Center. Vom Benutzerhandbuch bis zu Schnittstellenbeschreibungen.' Below this is a list of five documents with 'DOWNLOAD' buttons: 1. Benutzerhandbuch PIC Center (Stand 15.02.2007), 2. Prozessbeschreibung PIC (Stand 29.05.09), 3. Schnittstelle Webanwider SOAP (Stand 14.02.2008), 4. Formular zur Supportanfrage (Stand 14.02.2008), and 5. Schulungsunterlagen PIC Einführung (Stand 14.04.2009). At the bottom of the list is a 'KONTAKT' button. The footer contains the text: 'Ein Service des Fachverbands Außenwerbung e.V. | 60437 Frankfurt am Main | Telefon: +49 (0) 59 17 191 67-0 Nutzungsbedingungen | Kontakt | Impressum'.

## Delivery

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

The posters for City Light columns 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. 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 expressly agreed in writing.

# City Light Column / "Premium CLP" Product sheet 2010



## 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: please 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

## Regional posting options

The posting options for City Light Columns (CLC) vary from region to region.  
The cities and different posting options are listed below, showing the required number of posters:

### Hamburg (per City Light Column, called "Premium CLP"):

- 1 x City Light Column poster                      or 2 x CLP poster

### Bielefeld (per City Light Column):

The lokal network consists of triple and double sided columns:

- 3 x City Light Column poster                      or 6 x CLP poster
- 2 x City Light Column poster                      or 4 x CLP poster

### Dresden (per City Light Column):

- 1 x City Light Column poster                      or 2 x CLP poster

### Frankfurt am Main (per City Light Column):

The lokal network consists of triple and double sided columns:

- 3 x City Light Column poster                      or 6 x CLP poster
- 2 x City Light Column poster                      or 4 x CLP poster                      (column type "Backlight Argon")

### Hanover (per City Light Column):

- 3 x City Light Column poster                      or 6 x CLP poster

### Cologne (per City Light Column):

- 3 x City Light Column poster (only full City Light Column format motifs are applicable)

### Pforzheim (per City Light Column):

- 1 x City Light Column poster                      or 2 x CLP poster

### Wuppertal (per City Light Column):

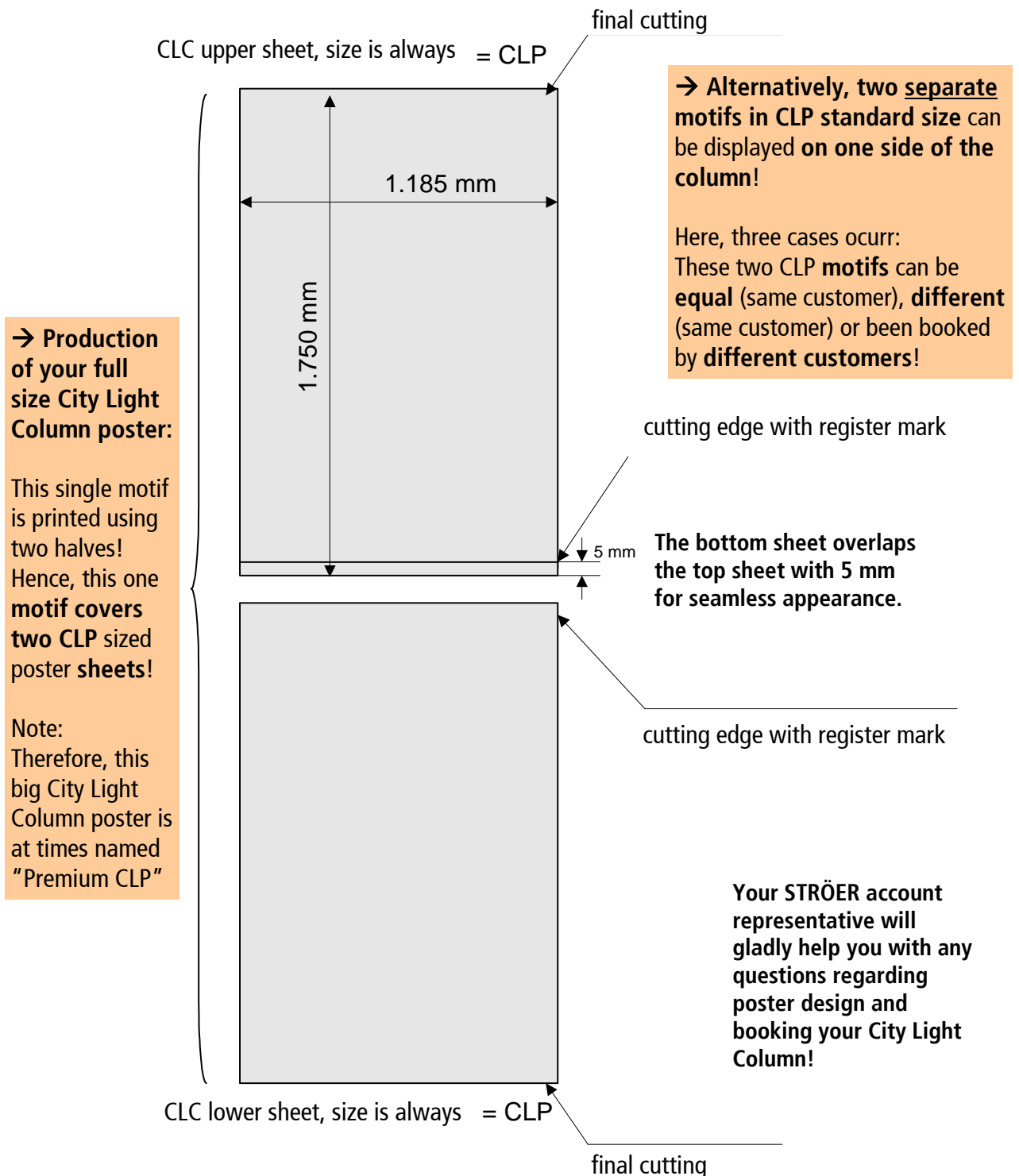
- 3 x City Light Column poster                      or 6 x CLP poster

## Detailed information for City Light Column booking and posters

### Poster variants when booking your City Light Column - Important notes:

→ You are booking a full column site using the standard "full size" CLC motif:

→ You are booking either half or a full column site, using CLP sized motifs:



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