

**In order for Full Format 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 **4/1, 6/1, 8/1 or 12/1 sheet posters** with a **poster area of min. 1190 x 1750 mm (W/H) to max. 1750 x 3500 mm (W/H)** in accordance with DIN standard dimensions are to be used. Neither larger nor smaller formats may be used.

For semi-sized-pillars, as a maximum the 8/1 format (1 poster per pillar) is possible.

The possible formats in each case depend on the respective pillar dimensions of the booked locations.

When pasting, the top row sheet sections are firstly put into position, followed by the bottom row (due to the curved nature of the pillars, the "roof tile" pasting technique cannot 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** of the motif is **either 1190 x 1750 mm (W/H) or 1750 x 3400 mm (W/H)**, the text and essential graphic elements should not be printed up to the poster edge.

#### **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.

Please advise your printing works to always include the following information on the backside of posters:

1. Format (e.g. "8/1")
2. Sheet of the poster
3. Periode of posting (decade number)
4. Poster motif (brand, product and subject)
5. PIC for motif
6. Address, telephone and fax number of the printing works

Posters for backlit display, e.g. in City Light poster installations, cannot be used for posting on the Full Format Pillar and can unfortunately not be accepted.

# Full Format Pillar placard

## Product sheet 2010

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- Sheet format for 4/1 in 2 sections
- Number of sheets: 14 x A0
- Sheet format for 6/1 in 2 or ideally 3 sections
- Number of sheets: 12 x A0
- Sheet format for 8/1 in 3 or ideally 4 sections
- Number of sheets: 7 x A0
- Sheet format for 12/1 in 6 sections
- Number of sheets: 7 x A0

Dimensions for Full Format Pillars are:

- 4/1 1190 x 1680 mm (W/H)
- 6/1 1190 x 2520 mm (W/H)
- 8/1 1190 x 3360 mm (W/H)
- 12/1 1680 x 3560 mm (W/H)

### 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.

This means that the grain direction of the paper, based on a complete poster (4/1 – 12/1), must always be horizontal!

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.

### Longer posting periods

If a poster is used for longer than three 10-day rental periods, the need for replacements must be planned so as to ensure that a new poster is displayed at the latest after each third 10-day rental period.

### Certification

Printing works were able to become certified in accordance with the quality requirements for pillar 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 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).

## 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' section of the PIC Center website. The header includes the FAW logo and 'PIC CENTER' with the tagline 'Effiziente Prozesse durch eindeutige Identifizierung.' The navigation menu has 'START', 'PIC', 'SUPPORT', 'PROFIL', and 'ADMIN'. The 'SUPPORT' page contains a list of documents for download and a contact form.

**PIC CENTER**  
Effiziente Prozesse durch eindeutige Identifizierung.

Eingetragen: Roland Wöhl  
Ströer Out-of-Home Media AG [ABMELDEN](#)

[START](#) [PIC](#) [SUPPORT](#) [PROFIL](#) [ADMIN](#)

**SUPPORT**

Hier erhalten Sie immer die aktuellsten Unterlagen rund um das PIC Center. Vom Benutzerhandbuch bis zu Schritt-für-Schritt-Anweisungen.

1. Benutzerhandbuch PIC Center (Stand 15.02.2007) [DOWNLOAD](#)
2. Prozessbeschreibung PIC (Stand: 29.05.09) [DOWNLOAD](#)
3. Schritt-für-Schritt Webanwiz-SCAP (Stand: 14.02.2008) [DOWNLOAD](#)
4. Formular für Supportanträge (Stand: 14.02.2008) [DOWNLOAD](#)
5. Schulungsunterlagen PIC Einführung (Stand: 14.04.2009) [DOWNLOAD](#)

Bei Fragen und Anregungen rund um den PIC Center nutzen Sie bitte das Formular [KONTAKT](#)

Ein Service des Fachverbands Außenwerbung e.V. | 63437 Frankfurt am Main | Telefon: +49 (0) 95 17191 67-0 [Nutzungsbedingungen](#) | [Kontakt](#) | [Impressum](#)

# Full Format Pillar placard Product sheet 2010

## Delivery

Delivery is free **at least 5 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 Full Format Pillar posters must be **folded and bound** on delivery.

Any relevant ground colour sheets, normally in AO format, must be **folded, but not bound** on delivery.

Here, the technical specifications outlined in the guidelines "Technical requirements for poster delivery" apply. If posters are to be pasted all around the pillar, then the separate description "Guidelines for pasting posters all around the pillar" (German: "Ganzsäule") shall apply.

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
10. PIC for sub-motif



In cases where posters/ground colour sheets are delivered "flat", Ströer will commission a third party to remedy this fault. An invoice will be sent to our client for the third-party costs incurred.

## 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

For each booked pillar, 10% of fond sheets are required. For smaller numbers of booked sites (up to 5 pillars), an additional minimum of 20% spare fond sheets will be required.

### 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.

### 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 all 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
2. Earliest possible Posting is one day after the placement date at 8.00 a.m.
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.

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## 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

Full Format Pillar dimensions (example 8/1)

