

In order for Billboard and City Star Board 18/1 format 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

18/1 sheet posters which can be optionally divided into **4, 6 or 8 sections** are to be used. The dimensions of the **motif area must be 3560 x 2520 mm (W/H)**, in accordance with DIN standard dimensions. Neither larger nor smaller formats may be used. The individual sheet sections are pasted in such a way that the upper sheet sections, from left to right, are firstly glued followed by the bottom row (so-called roof tile technique).

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

Poster design

Since the **visible area is 3560 mm in width x 2520 mm in height**, 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. 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
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 a City Light poster or Mega Light cannot be used for posting on the billboard and can unfortunately not be accepted.

Paper quality

Wet-strength poster paper which is tearproof even when wet with a blue reverse side and a **paper weight of 115 g/m²** is to be used.

The paper should only expand minimally when water is applied so that the given overall dimensions of **3560 x 2520 mm (W/H)** are never 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 (18/1), 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 replacement posters 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 billboard 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 billboard print jobs. A list of certified printing works can be found, for example, at 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

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 'PICCENTER' with the tagline 'Effiziente Prozesse durch eindeutige Identifizierung'. A navigation menu contains 'START', 'PIC', 'SUPPORT', 'PROFIL', and 'ADMIN'. The 'SUPPORT' page lists five downloadable documents: 1. Benutzerhandbuch PIC Center (Stand 15.02.2007), 2. Prozessbeschreibung PIC (Stand: 29.05.03), 3. Schritt-für-Schritt Webanwiz-SCAP (Stand: 14.02.2008), 4. Formular zur Supportanfrage (Stand: 14.02.2008), and 5. Schulungsunterlagen PIC Einführung (Stand: 14.04.2008). A 'KONTAKT' button is also present for user inquiries. The footer contains contact information for FAW Service and Ströer Out-of-Home Media AG.

PICCENTER
Effiziente Prozesse durch eindeutige Identifizierung.

Eingetragen: Roland Wöhl
Ströer Out-of-Home Media AG

ANMELDEN

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: 29.05.03) [DOWNLOAD](#)
3. Schritt-für-Schritt Webanwiz-SCAP (Stand: 14.02.2008) [DOWNLOAD](#)
4. Formular zur Supportanfrage (Stand: 14.02.2008) [DOWNLOAD](#)
5. Schulungsunterlagen PIC Einführung (Stand: 14.04.2008) [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) 36 171 91 67-0 | Nutzungsbedingungen | Kontakt | Impressum

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 billboard posters must be **folded and bound** on delivery. Here the technical specifications outlined in the guidelines "Technical requirements for poster delivery" 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 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

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: please refer to the item "Paper quality") may change as follows:

1. Need for an additional delivery run incurring extra costs and
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.

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

Billboard and City Star Board 18/1 visible dimensions

