

**In order for Mega Light 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, only **18/1 poster sheets** with a **motif area of 3560 mm in width x 2520 mm in height** are to be used, in accordance with DIN standard dimensions. Neither larger nor smaller formats may be used. The dimensions are – after cutting the motif on the sheet sections – 3540 mm x 2470 mm (W/H). The individual printed sheets are exactly cut to size and assembled into an 18/1 Mega Light poster with a maximum overlap of 1-2 mm. A special rear foil coating (lamination) ensures a clean and smooth appearance.

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

### Poster design

Since the **visible area is 3416 mm in width x 2442 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.

The posters can be printed using digital or offset printing.

Only inks that are resistant to adhesive tape should be used. To ensure the best possible result, posters should not be divided more than necessary (**we recommend dividing the poster into 4 sections**). For maximum product quality, where fewer than 50 posters are to be printed, the digital printing technique is to be employed with one or two sheet section divisions. This division offers outstanding runnability in the Mega Light installation!

<sup>2</sup> Posters printed digitally must be produced in 1 or 2 sections!  
Posters to be pasted wet onto billboards or posters in 6, 8 and 9 sections cannot be used in Mega Light poster installations and can unfortunately not be accepted.

### Paper quality

Offset paper with double-sided coating and a **paper weight of 150 g/m<sup>2</sup>** is to be used. All sheet sections must have the same grain direction.

We also accept Mega Light posters with a paper quality of up to 170 g/m<sup>2</sup>; please note, however, that this may result in a slight compromise in quality.

**To ensure optimal poster appearance, the grain direction of the paper must be observed:**

For 1, 2 and 4 sheet section divisions this is "long grain".

This means that the grain direction of the paper, based on a complete poster (18/1), must always be horizontal!

In order not to compromise the poster placement installations of other customers (poster association), Ströer reserves the right to only use posters of the above-mentioned quality.

Please note that we are unable to issue credit notes.

### Longer posting periods

If a poster is used for longer than 4 weeks, it must be printed digitally and in at least 2 sections to ensure maximum durability. A special double-sided coating (lamination) must be applied to ensure poster durability.

In a Mega Light changer, the poster that is displayed for longer is always placed in the bottom position.

If posting is planned for a full year, at least 8 posters must be supplied.

### Certification

Printing works were able to become certified in accordance with the quality requirements for Mega Light 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 Mega Light poster installations. 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' section of the PICCENTER website. The header includes the FAW logo, the text 'PICCENTER Effiziente Prozesse durch eindeutige Identifizierung.', and a user profile for 'Eingeloggt: Roland Weiss, Ströer Outdoor Media AG' with a 'ABMELDEN' button. The navigation menu has 'START', 'PIC', 'SUPPORT' (highlighted), '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 items, each with a 'DOWNLOAD' button: 1. Benutzerhandbuch PIC Center (Stand 15.02.2007), 2. Prozessbeschreibung PIC (Stand 29.05.03), 3. Schnellleite Webinterface SOAP (Stand 14.02.2008), 4. Formular zur Supportanfrage (Stand 14.07.2008), 5. Schulungsunterlagen PIC Einführung (Stand 14.04.2008). At the bottom of the list is the text 'Bei Fragen und Anträgen rund um den PIC Center nutzen Sie bitte das Formular' with a 'KONTAKT' button. The footer contains contact information: 'Ein Service des Fachverbands Außenwerbung e.V. | 60437 Frankfurt am Main | Telefon: +49 (0) 59 1 71 91 67-0', and links for 'Nutzungsbedingungen', 'Kontakt', and '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 Mega Light posters must be **ready for placement** on delivery. The technical specifications outlined in the section below (Poster specifications on delivery) 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



### Poster specifications on delivery

The posters must be **ready to be placed** in the Mega Light installations on delivery from the printing works to the Ströer **poster warehouses**, i.e. the following steps must have been performed:

1. The reverse of the sheet sections must have been laminated
2. The sheet sections must have been assembled to form a poster
3. Adhesive tape must have been adhered all around the edge of the poster
4. Clip bands must have been attached to the top and bottom of the poster
5. Bero marks must have been affixed according to the packaging instructions

**For guaranteed poster quality, a printing works which has been certified by Ströer must be commissioned to perform these processing steps.**

**If the posters are not ready for placement on delivery (flat and uncut on pallets), Ströer will commission a third party to remedy this. An invoice will be sent to our client for the third-party costs incurred.**

### Spare posters

For the complex dry adhesion installation, a sufficient number of spare posters should be included. 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 these requirements are met. If these requirements are not 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 Thursday, 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.

# Mega Light Product sheet 2010



## Delivery address

## Poster placement in:

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	Augsburg, Berlin, Chemnitz, Darmstadt, Dresden, Erfurt, Erlangen, Frankfurt/Main, Freiburg, Fürth, Gera, Görlitz, Halle, Heilbronn, Ingolstadt, Jena, Kaiserslautern, Karlsruhe, Leipzig, Ludwigshafen, Mainz, Mannheim, Munich, Neubrandenburg, Nuremberg, Offenbach, Pforzheim, Regensburg, Reutlingen, Saarbrücken, Schwerin, Stuttgart, Ulm, Wiesbaden, Würzburg, Zwickau,
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	Aachen, Bergisch Gladbach, Bochum, Bonn, Bottrop, Brühl, Dortmund, Duisburg, Düsseldorf, Essen, Gelsenkirchen, Hagen, Herne, Iserlohn, Cologne, Krefeld, Leverkusen, Moers, Mönchengladbach, Mülheim.a.d.Ruhr, Neuss, Oberhausen, Recklinghausen, Remscheid, Siegen, Solingen, Witten, Wuppertal
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	Bielefeld, Braunschweig, Bremen, Bremerhaven, Dessau, Flensburg, Göttingen, Hamburg, Hamm, Hanover, Hildesheim, Kassel, Kiel, Lübeck, Magdeburg, Münster, Oldenburg, Osnabrück, Paderborn, Rostock, Salzgitter, Wolfsburg

Mega Light dimensions

