

Product specifications for permanent advertising

## City-Light-Poster

### Preparation and transfer of Data:

The artwork should be delivered 20 days prior to the scheduled display date. Please indicate the customer name, customer number, the display date and the advertising space. Please note that the posting can be delayed on a case-by-case basis up to six days.

If already available, please submit the order number you received along with the order confirmation. If your booking contains different advertising media, please allocate the artwork to the corresponding ad space.

**In case of a delayed delivery of the artwork, the scheduled display date remains. The posting will not take place in time.**

### Different options of data transfer: .pdf, .eps, .indd, .fh11, .qxd, .psd, .jpg, .cdr

- It is possible to send the files to our mailbox which is communicated to you with the order confirmation
- Unfortunately we cannot accept image data in an email
- If you need to transfer a large volume of data, we recommend to use WeTransfer or other file transfer sites
- In exceptional cases, you can deliver the artwork via mail by sending a CD-ROM/ CD-RW/ DVD-ROM

### Base material:

If the production of the advertising media is included as a part of the full service, the printing companies instructed by Ströer Deutsche Städte Medien GmbH use matt picture printing paper as base material.

### Labelling/Printing via our advertising engineers:

- Consideration of approx. 5 mm overlap
- White, double-sided matte coated paper

### Features of the motif design:

- Due to the deviation between print format and visual format, text and other graphic elements should not be positioned at the outer edge of the motif.
- Stickers on the poster cannot be installed in hindsight due to technical reasons.

- We do not recommend using white color as a background for your artwork. The poster will be hard to identify from a distance and the internal construction of the ad space will shine through. Furthermore, signs of abrasion will show earlier on a white poster.

### Color mode of the printout:

CMYK (no special colors available) files without color samples will be printed the way they have been set up.

Color space: ISO-Coated v2

We assume that your motif has been examined for the color space and quality as well as for stylistic and orthographic errors.

Files (especially logos) without color proof or information on the color value will be adapted to the respective material and printed without any correction. Thus, the accuracy of the color cannot be guaranteed.

**In case of further queries, please turn to your contact person indicated on your confirmation of order.**

### Print templates:

Printable PDF with at least 300dpi resolution in Trimbox and maximum 320% application of color

### Mechanical proportions:

Document format: 237 x 350 mm + 1mm all-around bleed

Printing format: 1.190 mm (w) x 1.750 mm (h)

Visible area: 1.150 mm (w) x 1.710 mm (h)

(The dimensions can slightly deviate depending on the modell of the display case)

