

**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 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. 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/m<sup>2</sup>** 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.

### Sticker

Please be advised that additional costs will apply for the posting of sticker over 3 m<sup>2</sup> and affixing of more than one sticker.

### 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.

### 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 and sticker must be delivered with a miniature proof (motif), which is visible from the outside. The billboard posters must be **folded and bound on pallets** 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



**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 per delivery adress

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 poster, 10% of sticker are required. For smaller numbers of booked sites (up to 5 billboards), an additional minimum of 20% spare sticker 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: 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 Plakatfabrik Zirndorf (VSA 1001) Jordanstr. 22-24 90513 Zirndorf, Germany Tel.: +49 (0)911 – 699870 Fax.: +49 (0)911 – 6998799	As per order processing program
Ströer Media Deutschland GmbH Plakatfabrik Radebeul (VSA 1002) Friedrich-List-Str. 4 01445 Radebeul, Germany Tel.: +49 (0)351 – 839330 Fax.: +49 (0)351 – 8393399	As per order processing program
Ströer Media Deutschland GmbH 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 Ellerhold Wismar GmbH (VSA 1004) Akazienstr. 5-7 23972 Dorf Mecklenburg, 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

