

MOTORWAY 12x4 m TECHNICAL REQUIREMENTS

FOR ADVERTISING GRAPHICS AND MATERIALS USED FOR THEIR PRODUCTION

PAPER POSTERS

Preparation of a graphic design (if printing is realized by Jet Line):

Visible format: 12 000 mm x 4 000 mm

Print format: 12 000 mm x 4 000 mm

The Advertisement Board features rounded edges with a diameter of 31 cm
(except build no. 229, 232, 233, 269, 302, 401, 407, 414, 417, 418).

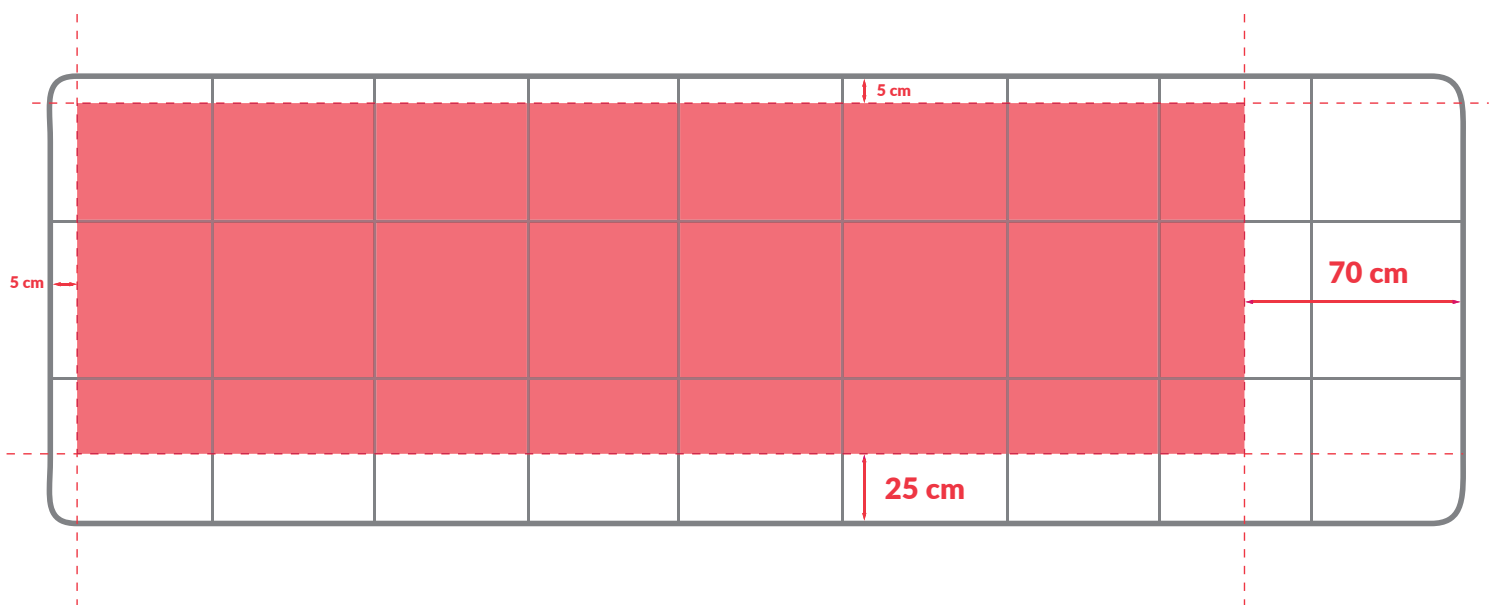
When designing artwork the characteristics of a paper poster should be remembered – it is an elastic material whose stretch, depending on the quality, density, ambient temperature, build temperature, fibre direction, ambient humidity, may reach up to 6%.

Therefore security margins should be considered during the design stage, forming a part of the visible format yet not containing any significant artwork elements such as slogans, logos etc.

Security margins should be as provided:

- from left side: 5 cm
- from top side: 5 cm
- from right side: 70 cm
- from down side: 25 cm

Jet Line company shall not be held responsible for the illegibility of the display resulting from the failure to keep safety margins.



Preparation of graphic files:

- a. For 1:10 scale the file resolution should be ca. 400 dpi.
- b. Mode: CMYK
- c. The scale can be freely chosen by the graphics designer, yet the relation between scale and resolution should be remembered.
- d. If a photographic image is chosen, resolution should not be artificially increased – it should result from the image quality.
- e. Preferred file save format: TIFF, TIF, PDF.
- f. The materials can be compressed.
- g. The materials must be delivered with a test print (cromalin, matchprint).
- h. The lack of a test print shall imply the acceptance of the standard colour parameters of the printing machine.
- i. Please note that in case of large solid colour areas the colour should be provided using Pantone specification.

PLEASE, REMEMBER: The materials can be recorded on a CD or provide via FTP system; the production file should be accompanied by a preview file for use by the technical department (any bitmap up to 1Mb in size).

Production of an advertisement poster (if printing is realized by the Client):

Visible format 12 000 x 4 000 mm

Print/total format 12 000 x 4 000 mm

Material: blue back paper at least 120g/m²

Division into sections: 9x3

All sections of the poster must be placed with the fibres in one direction.

Delivery date – not later than 7 business days prior to the display period.

Number – equal to the number of advertisement spaces leased + 20% spares (for campaigns up to 10 advertisement spaces in December, January and February - 30% spares) and one set for test installation.

The number of spares must not be lower than 1 pcs. When displaying the advertisement posters on 12x4 boards, their life cycle is three months, so for longer campaigns a sufficiently larger number of advertisement posters should be printed.

Finishing: division into sections 9x3.

The sections must feature print marks and must be trimmed at the lower and left edges, the upper and right edges must have at least 10 mm overlap.

Sections A1-A9: overlap at the right edges

Sections B1-B9: overlap at the upper and right edges

Sections C1-C9: overlap at the upper and right edges

Packaging: posters folded (starting from A1, then horizontally then vertically), prepared by completed poster.

1 decoration = 1 parcel, packaged so that its dimensions do not exceed 2m, prepared and protected for further transport; the parcel should be described with the relevant layout/Client name and the poster format.

Note: each section must be described according to the guideline:

A1	A2	A3	A4	A5	A6	A7	A8	A9
B1	B2	B3	B4	B5	B6	B7	B8	B9
C1	C2	C3	C4	C5	C6	C7	C8	C9