

MOTORWAY 12x4 m TECHNICAL REQUIREMENTS

FOR ADVERTISING GRAPHICS AND MATERIALS USED FOR THEIR PRODUCTION

VINYL POSTERS

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

Visible format: 12 000 mm x 4 000 mm

Print format: 12 400 mm x 4 400 mm

The Advertisement Board features rounded edges with a diameter of 33 cm (except build no. 229, 232, 233, 269, 302, 401, 407, 414, 417, 418).

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 used for the Client's project.
- i. Please note that in case of large solid colour areas the colour should be provided using Pantone specification.
- j. The materials can be recorded on a CD or provide via FTP system.

PLEASE, REMEMBER: The production file should be accompanied by a preview file for use by the technical department (any bitmap up to 1Mb in size).

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

Visible format: 12 000 x 4 000 mm

Print format: 12 400 x 4 400 mm

Total format after finishing 12 600 x 4 600 mm

Finishing – 80 mm pockets along the entire edge with strings all-round as support

Material – vinyl frontlight PVC

Number – equal to the number of advertisement spaces leased.

Packaging: 1 advertisement poster = 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 advertisement poster format.