

SIA "JCDecaux Latvia" Technical requirements for printing file preparation Large-scale Stands / Walls

Algeria
Angola
Australia
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India
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Israel
Italy
Ivory Coast
Japan
Kazakhstan
Latvia
Lithuania
Luxembourg
Madagascar
Mexico
Mongolia
Nigeria
Norway
Oman
Poland
Portugal
Qatar
Russia
Saudi Arabia
Singapore
Slovakia
Slovenia
Spain
Sweden
Switzerland
Thailand
The Netherlands
Ukraine
United Kingdom
United States
Uruguay
Uzbekistan

Please familiarize yourself thoroughly with the attached file preparation rules.

Files should be prepared in **CMYK** color system without **Crop Marks**.

Colors

Maximal color saturation (CMYK): 290

Black color composition

- C 70%, M 60%, Y 60%, K 100%

If for any of the design elements PANTONE is used, it must be specified. We offer sample prints.

File formats for print ONLY PDF (closed file)

Resolution depends on purpose of prints

- Outdoor advertising, M 1:1, M 1:10 – 72dpi (if small details – 100dpi)

Design preview file

- Model preview file in **JPG format** must be available
- The maximum size of the preview file **1MB**

Operating systems and software

- *Windows platform*
- Adobe Photoshop
- Adobe Illustrator
- Corel Draw

Sizes

Large-scale stands / BB :

- 6,00m (width) x 3,00m (height)
- 10,00m (width) x 4,00m (height)
- 5,80m (width) x 8,55m (height)
- 9,69m (width) x 3,70m (height)
- 5,72m (width) x 3,10m (height)
- 5,74m (width) x 3,22m (height)

Walls / WL :

- Brīvības iela 129** 11,50m (width) x 16,00m (height)
- Kaļķu ielā 11** 12,65m (width) x 12,85m (height)
- Ogres iela 12** 11,35m (width) x 17,95m (height)
- Brīvības gatve 383** 10,00m (width) x 4,00m (height)
- 12,20m (width) x 10,00m (height)
- Brīvības un Miera ielas krustojums (Miera 2)** 6,90 (width) x 15,90 (height) / 3,25 (width) x 16,30 (height)

Out of Home
Media

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Brīvības gatve 387 5,80m (width) x 8,55m (height)
Valdemāra iela 145 3,45m (width) x 10,45m (height)

Note: please do not place text and logos closer than 10cm from the edge of the poster.
KEK10659BB please do not place text and logos closer than 20cm from the edge of the poster.

Printing material: PVC Backlit Banner - 440 g/m², Post- print processing with zippers.

File size: till 200 MB

BB posters (PVC) and installations we keep 2 (two) weeks after campaign.

- Poster montage/dismantling on Wall on **Ogres street 12** could be done if wind gusts speed is less 5 m/s.
- Poster montage/dismantling on Wall on **Kalku street 11*** could be done if wind gusts speed is less 15 m/s.
- Poster montage/dismantling on Wall on **Brīvības street 129*** and **Brīvības street 185** could be done if wind gusts speed is less 15 m/s.

* **Kalku street 11, Brīvības street 129** ad design must comply with Riga City Council binding regulations No. RD-23-201-sn requirements and guidelines governing the placement of advertisements placement in the historic center of Riga and Old Town, including the following restrictions: the design must be developed in a color scheme similar to the color of the building facade, advertising elements must not contrast excessively with the surrounding environment, nor may they interfere with the visual perception of a state-protected cultural monument, disrupt the image of the cultural and historical environment, or change the atmosphere created by the ensemble of values.

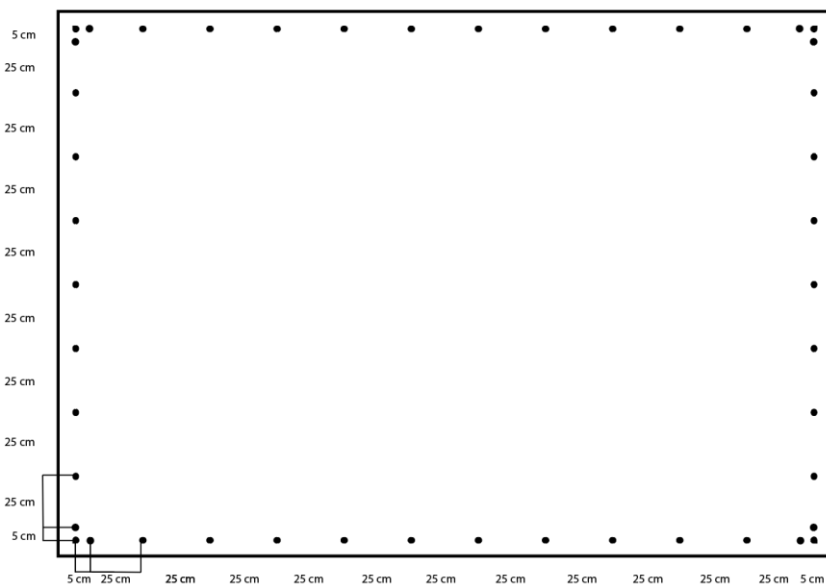
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- Distance between studs for format up to 4m x 10m:
25cm

- Distance between studs for a format larger than 4m x 10m:



- **Kalku Street poster size for commercial advertising**

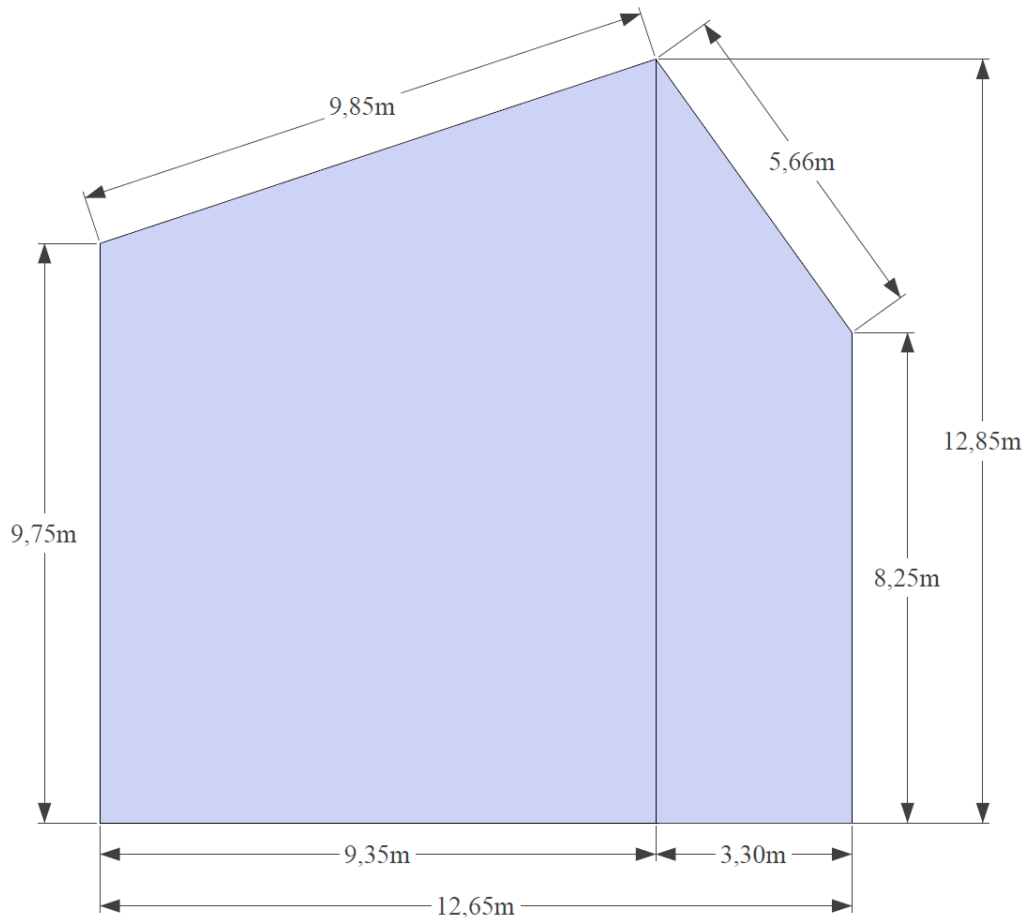
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A/S Swedbank, konts LV28HABA0001408032805, kods HABALV22

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Print files should be sent to the campaign project manager or to lv.files@jcdecaux.com

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