

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

Algeria  
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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)

9,72m (width) x 3,67m (height)

5,74m (width) x 3,22m (height)

5,67m (width) x 3,15m (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/m<sup>2</sup>, 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.

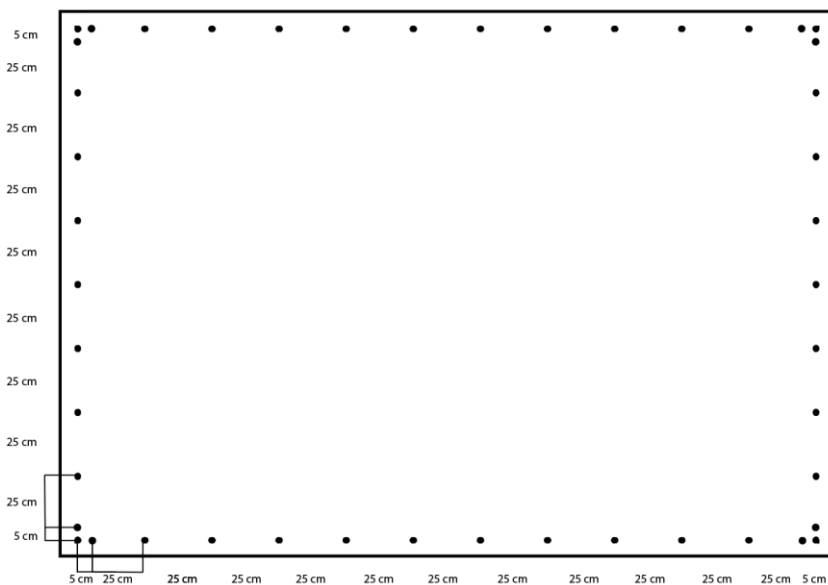
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- Distance between studs for format up to 4m x 10m:  
**25cm**

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



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

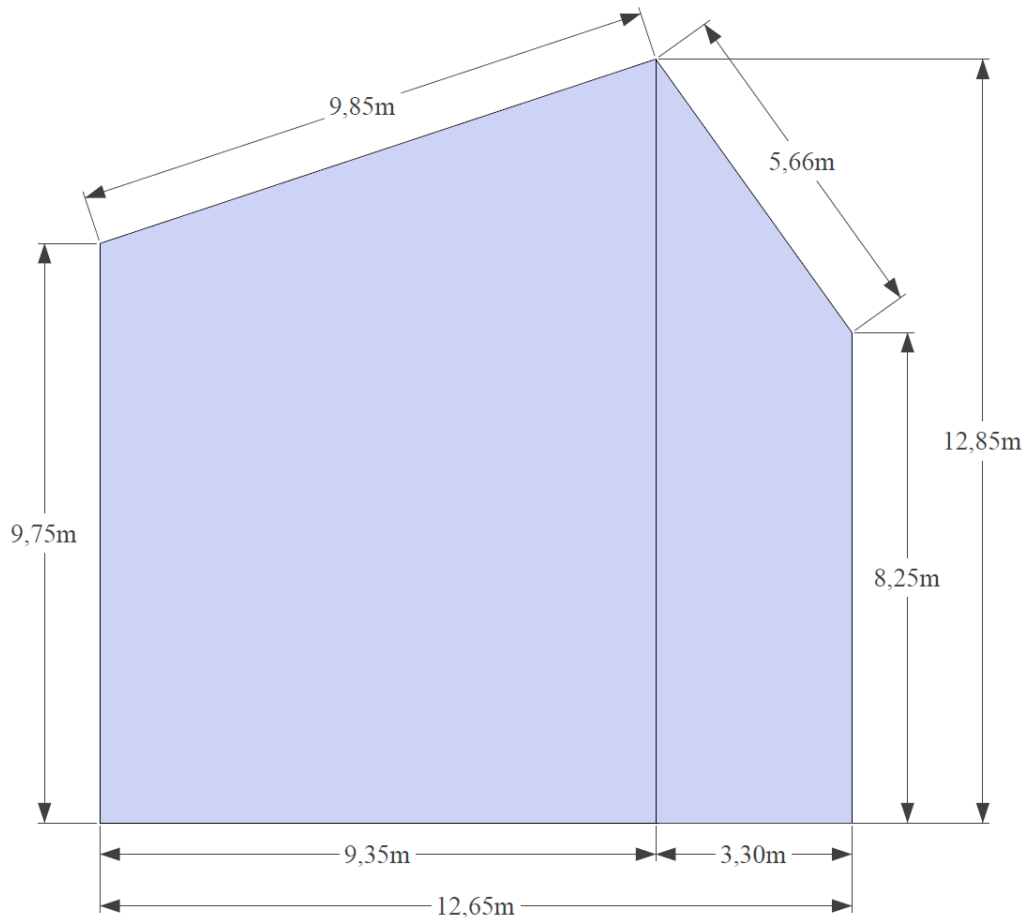
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A/S Swedbank, konts LV28HABA0001408032805, kods HABALV22

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**Print files should be sent to the campaign project manager or to [lv.files@jcdecaux.com](mailto:lv.files@jcdecaux.com)**

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