

Out of Home Media

Angola
Australia
Austria
Azerbaijan
Bahrain
Belgium
Botswana
Brazil
Bulgaria
Cameroon
Canada
Chile
China
Colombia
Costa Rica
Croatia
Czech Republic
Denmark
Ecuador
El Salvador
Estonia
Eswatini
Finland
France
Gabon
Germany
Guatemala
Hungary
Honduras
India
Ireland
Israel
Italy
Ivory Coast
Japan
Kazakhstan
Korea
Latvia
Lesotho
Lithuania
Luxembourg
Madagascar
Malawi
Mauritius
Mexico
Mongolia
Mozambique
Myanmar
Namibia
New Zealand
Nicaragua
Nigeria
Norway
Oman
Panama
Peru
Poland
Portugal
Qatar
Saudi Arabia
Singapore
Slovakia
Slovenia
South Africa
Spain
Sweden
Switzerland
Tanzania
Thailand
The Dominican Republic
The Netherlands
Uganda
Ukraine
United Arab Emirates
United Kingdom
United States
Uruguay
Uzbekistan
Zambia
Zimbabwe

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

Please familiarize yourself thoroughly with the attached file preparation rules.

Files must be prepared in the **CMYK** colour system, **without crop marks**.

! For the Kaļķu Street wall (Kaļķu iela 11), additional cut lines must be included along the top edge of the artwork to ensure the required slope. File template available [here](#).

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

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(height)

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.

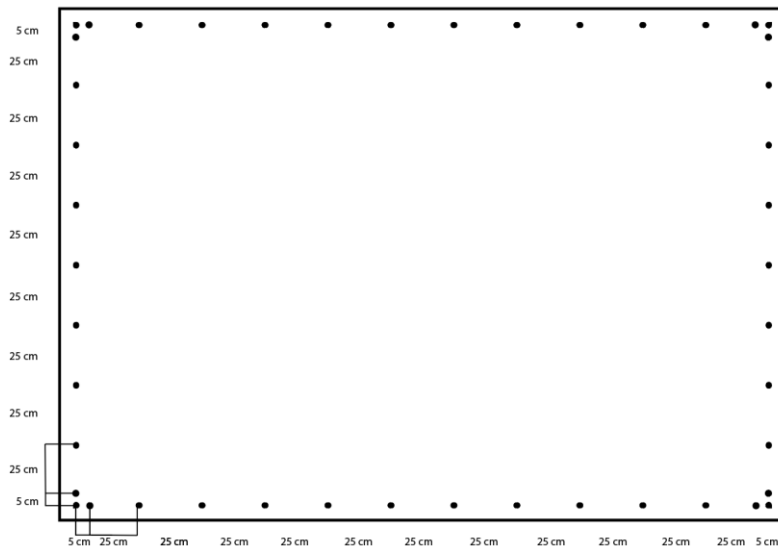
* **Kalku street 11, Brīvības street 129** ad design must comply with Riga City Council binding regulations No. RD-23-201-sn requirements and guidelines governing the placement of advertisements placement in the historic center of Riga and Old Town, including the following restrictions: the design must 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

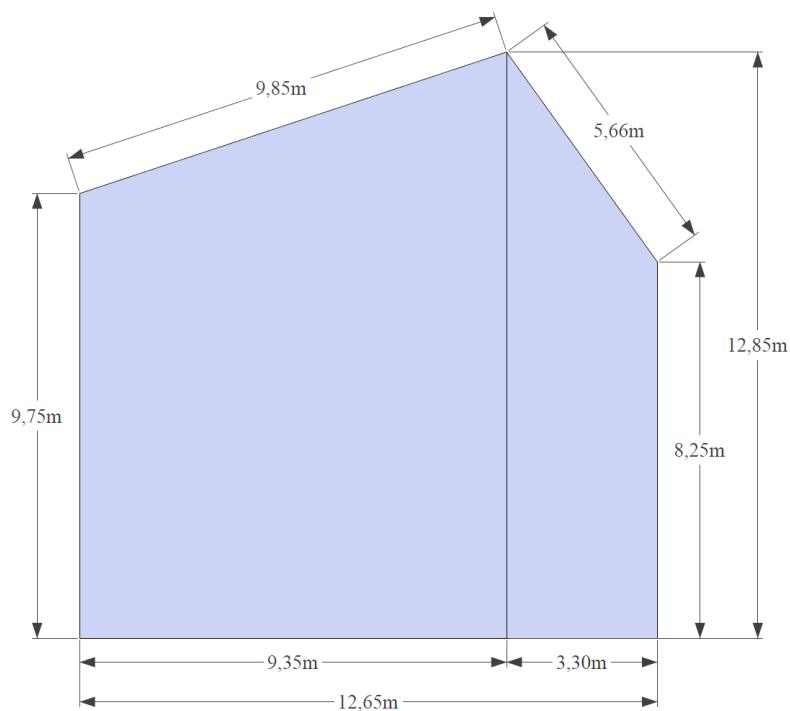
- Distance between studs for a format larger than 4m x 10m:



- Kalku Street poster size for commercial advertising**

! cut lines must be included along the top edge of the artwork to ensure the required slope.

File template available [here](#).



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

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