

Out of Home Media

Angola
Australia
Austria
Azerbaijan
Bahrain
Belgium
Botswana
Brazil
Bulgaria
Cameroon
Canada
Chile
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
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
Zambia
Zimbabwe

Technical requirements for printing file preparation Public Transport Shelters / Static Stands / Dynamic Stands

Please familiarise yourself thoroughly with the attached file preparation rules.

Note for printers: Do not print 1 cm on the top edge of the poster.

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

Marks Maximal color saturation (CMYK): 290

Black color composition

• C 70%, M 60%, Y 60%, K 100%

File formats for print ONLY PDF (closed file)

Resolution depends on purpose of prints

• Outdoor advertising, M 1:1 – 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

in Latvia – 1,19 m (width) x 1,75 m (height)

Note: please do not place text and logos closer than 10cm from the poster top/bottom edge and 10cm from the poster right/left edge

Paper:

150 g/m2g

File size:

till 200 MB

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

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