

SIA "JCDecaux Latvia"

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

Out of Home
Media

Algeria
Angola
Australia
Austria
Azerbaijan
Belgium
Botswana
Brazil
Bulgaria
Cameroon
Chile
China
Croatia
Czech Republic
Denmark
Estonia
Finland
France
Germany
Hungary
India
Ireland
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 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

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