

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

Algeria
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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.

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 – 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)

Large-scale stands / BB DYN :

9,85m (width) x 3,80m (height)

Walls / WL :

11,50m (width) x 16,00m (height)

12,65m (width) x 12,85m (height)

11,40m (width) x 18,00m (height)

10,00m (width) x 4,00m (height)

12,20m (width) x 10,00m (height)

6,90m (width) x 15,90m (height) / 3,25m (width) x 16,30m (height)

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Out of Home
Media

Note: please do not place text and logos closer than 10cm from the edge of the poster, for DYN BB 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

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

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