

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

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.

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)

9,79m (width) x 3,74m (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)

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

**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.

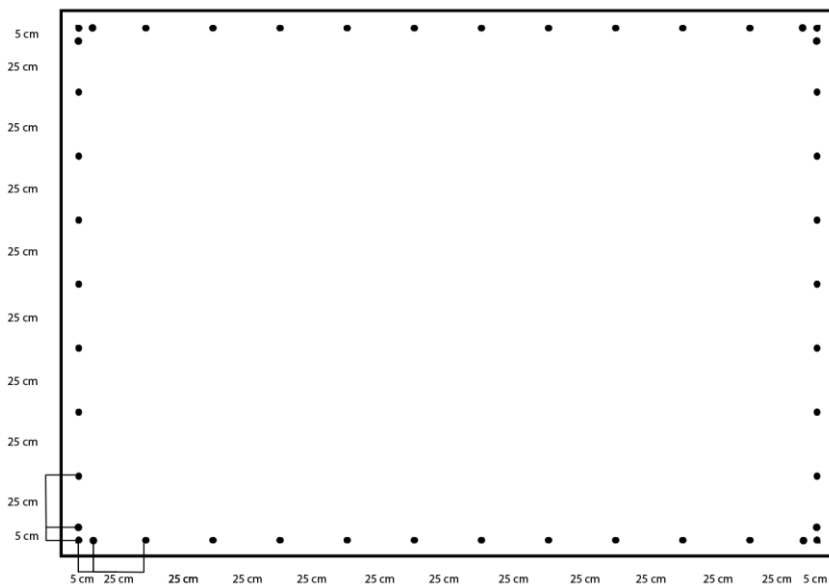
**File size:** till 200 MB

**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.

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

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



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