

**In order for DIN A0 poster orders to be executed as smoothly as possible, the requirements stipulated in this product sheet must be observed.**

**This information must always be forwarded to creative agencies, customers and printing works commissioned to print the poster motifs.**

**Mandatory technical instructions for poster printing and delivery**

Standard **DIN A0 posters** with a **motif area of 841 mm in width x 1189 mm in height** in accordance with DIN standard dimensions are to be used. Neither larger nor smaller formats may be used.

**To achieve the best possible appearance, please make sure that each of the following guidelines is met:**

**Poster design**

Since the **visible area is 810 mm in width x 1,160 mm in height**, the text and essential graphic elements should not be printed up to the poster edge.

**Print**

Translucent sheets are used for printing in order to achieve maximum light intensity. Normal paper posters can also be used; however maximum illumination cannot be achieved.

**Delivery**

Delivery is free **at least 10 working days (Mon. – Fri.)** before the beginning of the posting period with specification of the decade booked. The posters must be delivered with a miniature proof (motif), which is visible from the outside.

All shipments of posters must include a delivery note with the following information:

1. Address, telephone and fax number of the printing works
2. Name of the clerk at the printing works
3. Advertiser with agency
4. Poster motif (brand, product and subject)
5. Period of poster placement (decade number)
6. Format and number
7. Direct customer
8. Miniature proof



### Spare posters per delivery adress

On top of the number of posters ordered to be displayed, an additional number of spare posters is required per poster motif, depending on order volumes:

- up to 20 posters per motif: 20% spare
- from 21 to 999 posters per motif: 10% spare
- from 1.000 to 1.499 posters per motif: 7,5% spare
- 1.500 postes or more per motif: 5% spare

### Storage/Disposal

The delivered posters shall be automatically destroyed 100 calendar days (Mon. – Sun.) after the last poster has been called up unless otherwise agreed in writing.

### Guarantee/Additional costs

To allow the entire process to run as smoothly as possible, Ströer stipulates the deadlines and required poster quality. Ströer can only guarantee that poster placement will be on time and of the highest standard if the requirements are met.

If these requirements are not fully met, poster placement (insofar as posting is still possible: please refer to the item "paper quality") may change as follows:

1. Need for an additional delivery run incurring extra costs
2. Delayed poster placement will be carried out as and when circumstances allow
3. Rejection of delivered posters

In the event of additional costs as a result of poor quality or delays in poster delivery, Ströer will invoice the customer (intermediary agency or advertiser) accordingly.

Unfortunately, complaints which are directly related to the above-mentioned points cannot be accepted.

### Delivery address

### Poster placement in: Berlin Hauptbahnhof

Werbeanlagenservice Nauendorf Bahnhofstrasse 20  16515 Oranienburg, Germany  Tel: +49 (0)3301/53 53 08 Tel: +49 (0)3301/20 23 54 E-mail: <a href="mailto:was-nauendorf@freenet.de">was-nauendorf@freenet.de</a>	Central train station of Berlin
--	---------------------------------