

**In order for DIN A1 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 A1 posters** with a **motif area of 594 mm in width x 841 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 **575 mm in width x 820 mm in height**, the text and essential graphic elements should not be printed up to the poster edge.

#### Print

When dry spray powders are used (offset printing), only organic products (starch) may be employed.

**A1 posters can be printed using digital, offset or screen printing<sup>1</sup>, with a paper weight of 135 g/m<sup>2</sup>. However, they must have a relative stack moisture of at least 50%-60% upon delivery!**

<sup>1</sup>Posters printed using screen printing often have a stack moisture level which is significantly below 50%; such posters are not suitable for further processing.

Only inks that are resistant to adhesive tape should be used.

#### 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 address

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 last section under 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:**

Ströer Media Deutschland GmbH Plakatfabrik Zirndorf (VSA 1001) Jordanstr. 22-24 90513 Zirndorf, Germany Tel.: +49 (0)911 – 699870 Fax.: +49 (0)911 – 6998799	As per order processing program
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Ströer Media Deutschland GmbH Plakatfabrik Radebeul (VSA 1002) Friedrich-List-Str. 4 01445 Radebeul, Germany Tel.: +49 (0)351 – 839330 Fax.: +49 (0)351 – 8393399	As per order processing program
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Ströer Media Deutschland GmbH ML-Center Witten (VSA 1003) Liegnitzer Str. 1 58454 Witten, Germany Tel.: +49 (0)2302 – 929 9 Fax.: +49 (0)2302 – 929 220	As per order processing program
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Ströer Media Deutschland GmbH Ellerhold Wismar GmbH (VSA 1004) Akazienstr. 5-7 23972 Dorf Mecklenburg, Germany Tel.: +49 (0)3841 – 79610 Fax.: +49 (0)3841 – 796159	As per order processing program
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