

## Product specifications for permanent advertising

# Advertising Pillar

### Preparation and transfer of Data:

The artwork should be delivered 20 days prior to the scheduled display date. Please indicate the customer name, customer number, the display date and the advertising space. Please note that the posting can be delayed on a case-by-case basis up to six days.

If already available, please submit the order number you received along with the order confirmation. If your booking contains different advertising media, please allocate the artwork to the corresponding ad space.

**In case of a delayed delivery of the artwork, the scheduled display date remains. The posting will not take place in time.**

### Different options of data transfer: .pdf, .eps, .indd, .fh11, .qxd, .psd, .jpg, .cdr

- It is possible to send the files to our mailbox which is communicated to you with the order confirmation
- Unfortunately we cannot accept image data in an email
- If you need to transfer a large volume of data, we recommend to use WeTransfer
- In exceptional cases, you can deliver the artwork via mail by sending a CD-ROM/ CD-RW/ DVD-ROM

### Base material:

If the production of the advertising media is included as a part of the full service, the printing companies instructed by Ströer Deutsche Städte Medien GmbH use Alu Dibond sandwich panels as base material

### Features of the motif design:

- Due to the deviation between print format and visual format, text and other graphic elements should not be positioned at the outer edge of the motif.
- Please design your motif in three parts, which will be printed separately on 3 different panels
- Please do not place any delicate graphic elements (i.e. faces, bodies, writings) on the junctions between the panels

**Color mode of the printout:**

CMYK (no special colors available) files without color samples will be printed the way they have been set up.

Color space: ISO-Coated v2

We assume that your motif has been examined for the color space and quality as well as for stylistic and orthographic errors.

Files (especially logos) without color proof or information on the color value will be adapted to the respective material and printed without any correction. Thus, the accuracy of the color cannot be guaranteed.

**Clients who supply finished materials or in case of an extraordinary order you will receive all necessary information from your contact person.**

**In case of further queries, please turn to your contact person indicated on your confirmation of order.**

If you supply finished materials, please ensure they are received 10 days prior to the installation date in our warehouse.

**Print templates:**

Printable PDF with at least 300dpi resolution in Trimbox and maximum 320% application of color.

**Mechanical proportions:**

The Pillar will be measured and our supporters will inform you about the final format.

