



BRUSSELS AIRPORT

Highway 8

Highway 8

Full Coverage of the Road audience
departing from Brussels Airport Main road
Performances Guaranteed & Visibility on
exterior 36 sqm Billboard
New Generation back illuminated site

LOCATION

BRUSSELS AIRPORT

Area: Exterior Exit Road

Audience: Coverage all arriving audience

Nb of units: 1

BOOKING CONDITIONS

Minimum booking: 28 days (4 weeks)

No agency commission applicable

SPECIFICATION

Format: 36 sqm (m²)

Type : Large Format back illuminated billboard

Share Of Time: 100% Exclusive

Language : English Mandatory

PERFORMANCES	12+	18-54
VAC	185.001	128.769
ROTS	189.548	131.763
VRP	1,92	2,35
REACH1+	120.881	81.910



Version 2024.

Local taxes and electricity included.

Any information contained in this document is for informational purposes only and is subject to modification.

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TECHNICAL SPECIFICATIONS

Data to provide for production

File characteristics

Adobe PDF is the standard for the exchange of composite digital files.
The creation of Adobe PDF files can easily be done from Adobe Indesign.

- **We only accept Adobe PDF (1.4 to 1.7) files. (1 visual = 1 PDF)**
- The size of the pdf file must be 1/10 of the real format + 10 mm bleed
- The image resolution should be 450 dpi (on 1/10 file size)
- All elements (images and vector) used in the document must be in CMYK (No RGB or spot color)

For more information on how to create a valid Adobe PDF file look to the userguide page “HOW MAKE A GOOD PDF”.

Visual dimensions

Visible Area: 1194 cm x 294 cm + 10 cm bleed

Area corresponding to the visible part of the layout once installed. All elements out of this area / format are in the bleed part and will not be visible.

Control

Control of the file by our supplier. Corrections if needed with a 2 working days delay

Production lead-time

10 working days from receipt of files

Delivery

Deliver file with WeTransfer or similar to: prodairport@jcdecaux.com

