



## Technical Specifications

### Quality and size of substrate

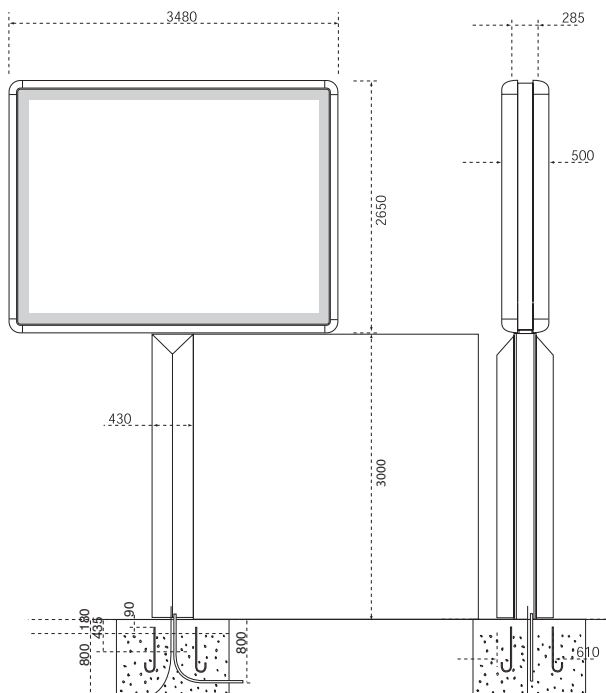
It is essential to use double-sided matt coated paper meeting the following technical standards:

Characteristics	Expression of results	Value
Thickness	µm	≥160
Weight	gsm	150(+/-2%)
Stiffness	mN.m	≥2,20

It is vital to comply with the paper quality and thickness to produce perfect presentation of the poster.

### Print Characteristics

In a single piece



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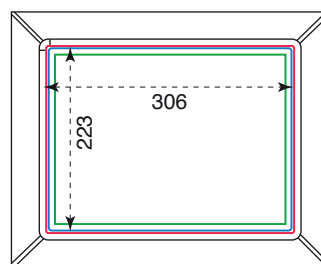
**Print area:** For posters with bleed (if the background shown in the visual is not white), the print area must be complied with.

The purpose of this is to prevent a white frame from appearing all round the poster or along one edge when it is positioned in the furniture (parallax effect).

**Readable zone:** A zone where all the information is always visible and legible.

We therefore positioning texts and logos inside this zone.

**Visible area:** Area where all the information can be seen or partly seen on the edges of the poster according to the type of furniture (frame and Marie Louise + significant)



Poster without strip:

- **Print area:** 3130 x 2300 mm
- **Visible area:** 3060 x 2230 mm
- **Readable zone:** 2940 x 2110 mm

### Comment:

In view of the height at which the furniture display box is sited, a parallax effect may give the impression that a text or logo located at the edge of the visible surface is masked.

To avoid this phenomenon, these items should be arranged at least 6 cm from the visible surface, which will have the effect of clearly airing the texts, separating them from the frame of the furniture for bleed, the minimum print area must be respected in order to avoid a white border.

The address strips must be an integral part of the posters and must not be pasted on top of them.

# Senior

JCDecaux Airport

8m<sup>2</sup>

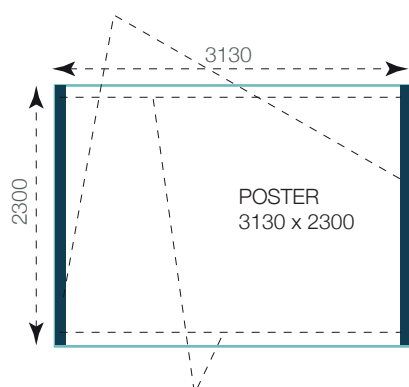


## The poster after printing

(Senior poster without strip)

### On reverse of poster:

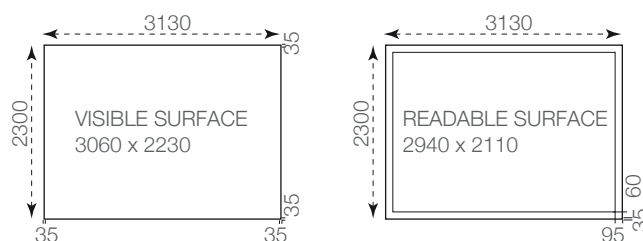
Apply "3M 356 Label protection" acrylic tape 51 µm thick by 50 mm wide on the left and right edges of the poster.



### On reverse of poster:

Place a zip on the upper edge, TYPE F2 PP16 PROFILE B on the upper edge, TYPE F2 PP16 PROFILE A

### Posting:



Parts hidden by the frame of the furniture



## Deadlines and delivery method

### For the file

#### A. Deadline:

10 days before the start of the campaign

#### B. Delivery:

To the printer or to JCDecaux if the printing is being done through JCDecaux.

#### C. Size:

- File size: 315 x 230 mm
- Image resolution: at least 300 dpi and ideally 450 dpi
- Convert the layout data into CMYK (except for PMS printing)
- Only 1.4 - 1.6 pdf files will be accepted

### For the posters

#### A. Deadline:

- Delivery of posters: 5 days before the start of the campaign; the final delivery date is shown on the purchase order.
- Posting instructions: 10 working days before the start of the campaign.

If the delivery time for the posters is not complied with, you will automatically be invoiced for the technical costs and any overtime incurred due to the delay.

#### B. Delivery:

To the JCDecaux Dewez workshops  
Poverstraat 88 - 1731 Relegem  
Monday / Wednesday / Friday: 7:30 - 12:30  
Tuesday / Thursday: 7:30 - 16:30

#### C. Method:

Posters are to be delivered in rolls of no more than 10 per visual and per language identified on each package. Each delivery must be accompanied by a detailed consignment note and a copy of the visuals.

## Obligations

- The posters are to be delivered to us zipped.
- The posters must be delivered to us with the reference TP, otherwise they will not be posted Belgian size 7m2: 3.5 € per poster delivered.
- Care must be taken to comply with the legislation on the use of languages in force in the towns in question.
- In the event of reposting during the campaign or posting outside the posting period, please consult us regarding feasibility and calculation of additional costs.