



## Technical Specifications

### Quality and size of substrate

It is essential to use paper meeting the following technical standards:

Characteristics	Unit	Value	Reference Standard
Thickness	µm	≥130	NF.EN.20534
Weight	gsm	135 (±2%)	NFQ03-019
Hand	cm <sup>3</sup>	≥0.97	-
Stiffness	mN.m	≥1.20	ISO 5629
Size	mm x mm	1185 x 1750	-

Paper quality: Matt machine coated 135 g. (duplex printing)

### Print Characteristics

Duplex printing is recommended for the best effect with backlit furniture.

Print type	Print Front / Number of colours	Print Back / Number of colours
Digital	According to print file	Unprinted
Silk screen printed		Single colour recommended
Offset		3 or 4 colours

Please make sure the posters are degassed before being shipped to our workshops.

### Technical Specifications

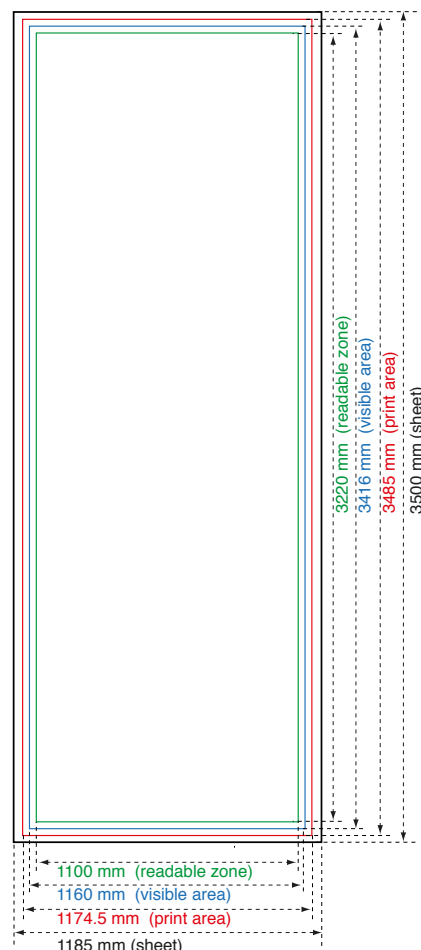
**Print area:** For posters with bleed (if the background shown in the visual is not white), the print area must be complied with.

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).

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

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

We therefore recommend positioning texts and logos inside this zone.



# Column

## Pantalon

JCDecaux Street Furniture



### Zippering and preparation

The posters will be prepared by JCDecaux against a flat rate invoice of €1.55 per prepared poster (including spares).

#### Fixed posters:

- The 2 posters forming the “pantalon” must be assembled
- The posters must be in rolls of 37 mm diameter.
- The poster must be held in the rolled position by 2 strips of 50 mm wide thermoretractable film.



Ties



# Column

## Pantalon

JCDecaux Street Furniture



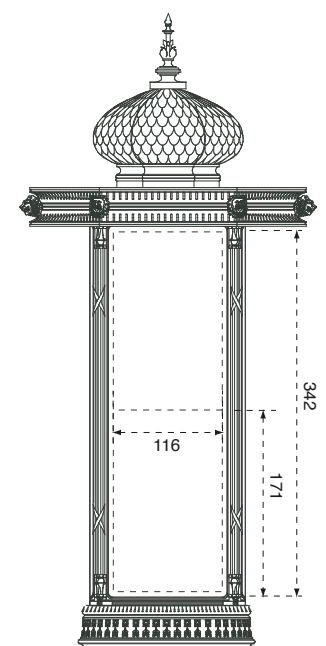
### Deadlines and delivery method

#### 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:**
- For 1 pantalon poster: 237 x 700 mm (Scale 1/5th of the final size)
  - 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:**  
5 days before the start of the campaign; the final delivery date is shown on the purchase order.
- 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:**  
The posters are to be delivered on palettes



Type of delivery	Conditions
Palette	<ul style="list-style-type: none"><li>• Max 3,500 posters per palette</li><li>• One palette per language</li><li>• If there are several visuals, separate using inserts</li><li>• The packaging must show the name of the campaign, the number of posters, the date of the campaign, and a copy of the visual(s) (A4 or copy of a poster)</li></ul>

All deliveries must be accompanied by consignment notes showing: campaign name, name/s of visual/s, posting date and printer reference.



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### Obligations

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- Posters must be delivered to us with the reference TP, otherwise they will not be posted;
  - Belgian size 2 m<sup>2</sup>: 1 Euro per poster
  - Belgian size 4 m<sup>2</sup>: 2 Euros per "pantalon" poster
- Care must be taken to comply with the legislation on the use of languages in force in the towns in question. Consequently, bilingual posters are not accepted except for campaigns exclusively in Brussels. Posters containing English - unless English is an integral part of the advertiser's baseline - may not be displayed in Asse, Beersel, Halle, Dilbeek, Grimbergen, Sint-Pieters-Leeuw ; only Dutch is accepted in these municipalities.
- In the event of reposting during the campaign or posting outside the posting period, please consult us regarding feasibility and calculation of additional costs.

### Storage of posters

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In no circumstances will posters used for the campaign be returned.

8 days after the end of the campaign, all remaining posters will be destroyed (100% paper recycling).

### Address strip

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

### Frame

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Metal edges covering the poster

- Laterally: 1.25 cm on each side.
- Horizontally: at the top: 4 cm  
at the bottom: 1 cm