



Mega Posters Half Package

JCD Airport – Ratecard 2022

- Reach all departing and arrival audience
- Guarantee coverage & frequency
- Front illuminated billboards

Mega Posters Half Package

JCD Airport

LOCATION

CHARLEROI AIRPORT

Area: BSCA – T1 – Check-in

Audience: All departing and arrival

Average Reach : 520.000 pax per month (forecast 2022)

Nb of units: 5 sides

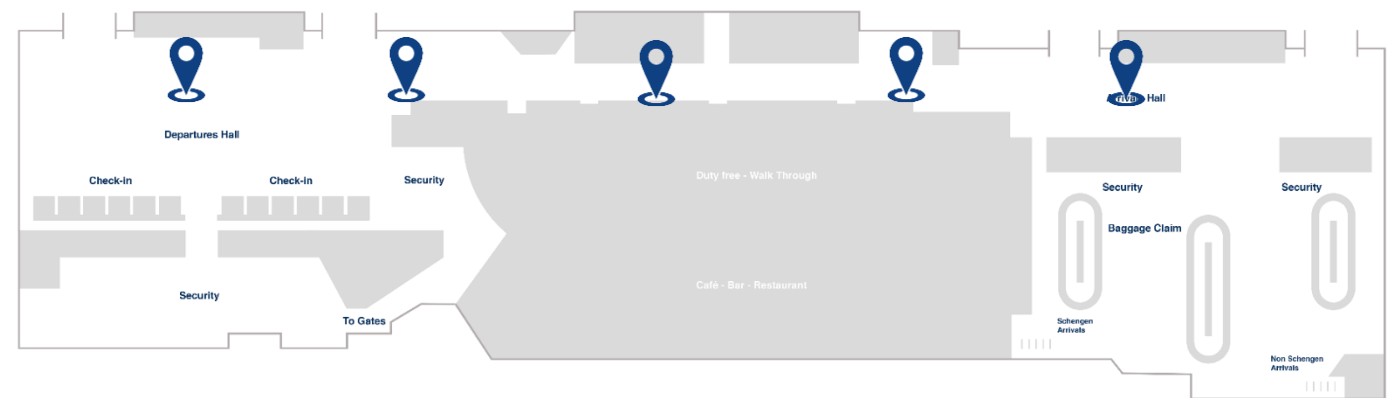
SPECIFICATION

Format: 8 sqm (m²)

Type : Inside billboards

Advertisers: 100% exclusive

Share Of Time : 100%



Version 01/02/2022 – replaces all former versions.
Any information contained in this document is for informational purposes only and is subject to modification.

JCD Airport – Mega Posters

Data to provide for production by JCDecaux

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.

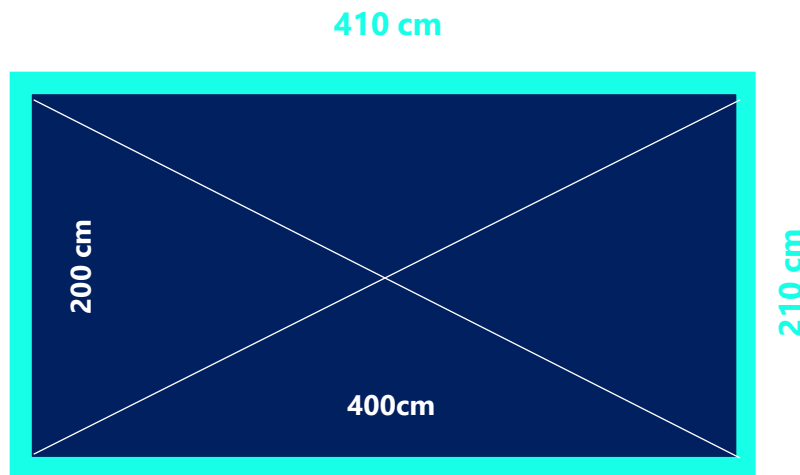
- **We only accept Adobe PDF (1.4 to 1.7) files. (1 visual = 1 PDF)**
- The size of the pdf file must be 1/10 of the real format + 10 mm bleed
- The image resolution should be 450 dpi (on 1/10 file size)
- All elements (images and vector) used in the document must be in CMYK (No RGB or spot color)

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: 400 cm x 200 cm

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

Info contact: Sophie.Margetis@jcdecaux.com