



BRUSSELS AIRPORT

# Giant Exposition

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Full Coverage Arriving audience  
Maximum Impact  
Exclusive & Exceptional Giant Format

## LOCATION

BRUSSELS AIRPORT  
Area: Exterior Exit Road  
Audience: Coverage Arrival audience  
Nb of units: 1

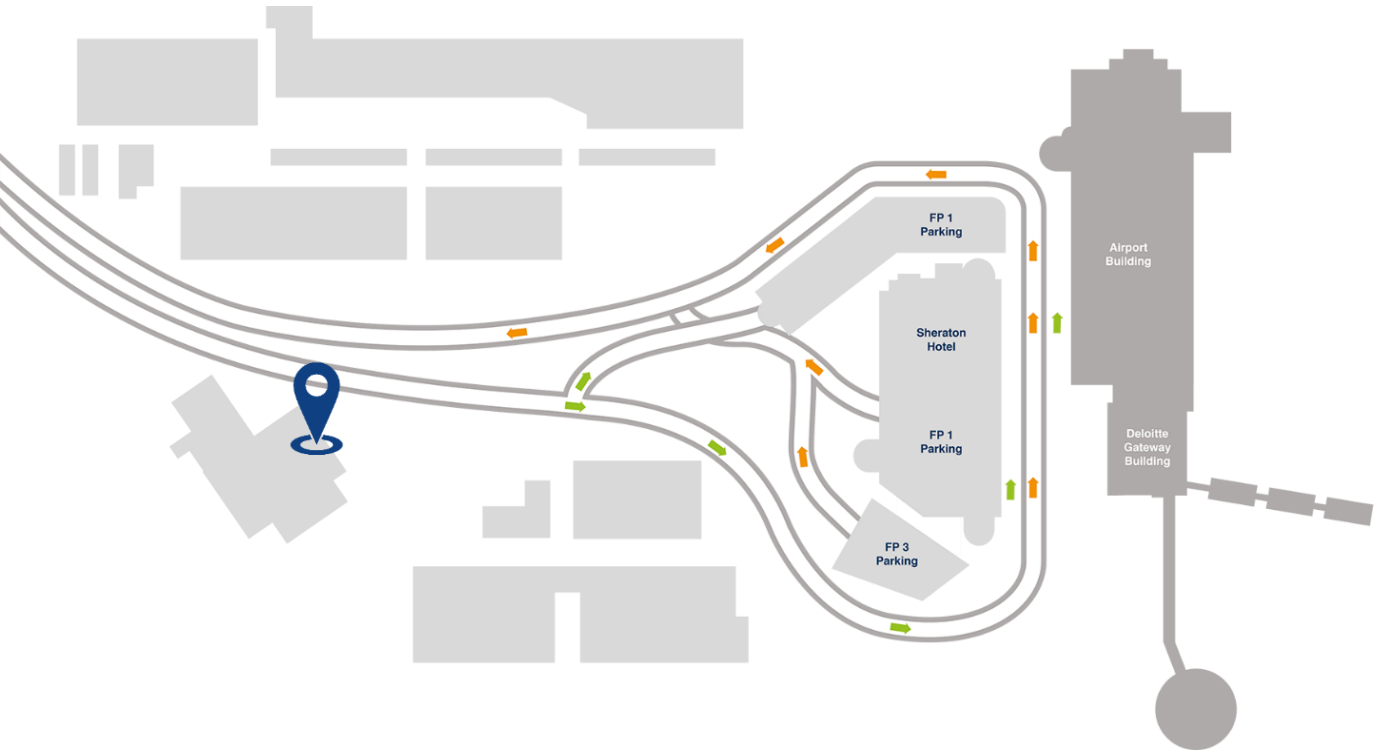
## BOOKING CONDITIONS

Minimum booking: 28 days (4 weeks)  
No agency commission applicable

## SPECIFICATION

Format: 38 sqm (m<sup>2</sup>)  
Type : Large Format Giant Banner - Front illuminated  
Share Of Time: 100% Exclusive  
Language : English Mandatory

PERFORMANCES	12+	18-54
VAC	198.325	139.920
ROTS	201.134	141.909
VRP	2.01	2.56
REACH 1+	139.202	96.774



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: 3529 cm x 1072 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](mailto:prodairport@jcdecaux.com)

