

Technical specifications for the posters

1. City-Light advertising showcase

- **Material:** wood-free, double-sided matt-coated CLV paper 150g/m² (paper poster), PVC self-adhesive film
- **Data and print size:** 1.185m x 1.75m (width x height), visible size 1.085m x 1.65m, about 5-9 cm from the edge around the perimeter do apply only theme background with no important messages and logos
- **Resolution:** at least 100 DPI
- **Print data format:** print PDF
- **Prepress proof:** decisive reduced print of the motif - digital (e.g. IRIS, Cromalin Digital) or chemical (e.g. Cromalin, Matchprint).
- **Delivery of data:** email, online data exchange system, or other means, agreed by both parties

2. Billboard

- **Material:** Blue backside 120 g (paper poster), PVC self-adhesive film
- **Data and print size:** 5.1 m x 2.4 m (size after installation: 5.1 m x 2.4 m), about 10 cm from the edge around the perimeter do apply only theme background with no important messages and logos
- **Resolution:** on a scale of 1:10, with images at resolution at least 300 DPI
- **Print data format:** print PDF
- **Prepress proof:** decisive reduced print of the motif - digital (e.g. IRIS, Cromalin Digital) or chemical (e.g. Cromalin, Matchprint).
- **Delivery of data:** email, online data exchange system, or other means, agreed by both parties
- **Ready to install Poster:** composed of rectangular parts with overlapping and gluing marks

3. Bigboard

- **Material:** Blue backside 120 g (paper poster), PVC self-adhesive film
- **Data and print size:** 9.6 m x 3.6 m, about 25 cm from the edge around the perimeter do apply only theme background with no important messages and logos
- **Resolution:** on a scale of 1:10, with images at resolution at least 300 DPI
- **Print data format:** print PDF
- **Prepress proof:** decisive reduced print of the motif - digital (e.g. IRIS, Cromalin Digital) or chemical (e.g. Cromalin, Matchprint).
- **Delivery of data:** email, online data exchange system, or other means, agreed by both parties

Ready to install Poster: composed of rectangular parts with overlapping and gluing marks