

## Technical specifications for posters

### 1. City-Light advertising showcase

- **Material:** CLV paper 150 g (paper poster), PVC self-adhesive film
- **Data and print size:** 1.185 m x 1.75 m (width x height), visible size 1.135 m x 1.66 m, 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 - unseparated (composite) (EPS, TIFF - Photoshop or EPS - Adobe Illustrator), font in curves
- **Prepress proof:** decisive reduced print of the motif - digital (e.g. IRIS, Cromalin Digital) or chemical (e.g. Cromalin, Matchprint).
- **Delivery of data:** email, FTP (File Transfer Protocol) or online data storage system, in the case of delivery of data via FTP, the Contractor is obliged, at the request of the Customer, to notify the Customer of the address and access details

### 2. Billboard

- **Material:** Blue backside 120 g (paper poster), PVC self-adhesive film
- **Data and print size:** 5.038 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:** at the ratio of 1:10, with images at 300 DPI
- **Print data format:** print PDF - unseparated (composite) (EPS, TIFF - Photoshop or EPS - Adobe Illustrator), font in curves
- **Prepress proof:** decisive reduced print of the motif - digital (e.g. IRIS, Cromalin Digital) or chemical (e.g. Cromalin, Matchprint).
- **Delivery of data:** email, FTP (File Transfer Protocol) or online data storage system, in the case of delivery of data via FTP, the Contractor is obliged, at the request of the Customer, to notify the Customer of the address and access details
- **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 (size after pasting up: 9.6 m x 3.6 m), it about 25 cm from the edge around the perimeter do apply only theme background with no important messages and logos
- **Materials for printing:** ideally, on a scale of 1:10, images with resolution of at least 300 DPI
- **Resolution:** recommended resulting resolution of rasters at 30 DPI
- **Print:** 4/0 CMYK colour model
- **Print data format:** print PDF - unseparated (composite) (EPS, TIFF - Photoshop or EPS - Adobe Illustrator), font in curves
- **Prepress proof:** decisive reduced print of the motif - digital (e.g. IRIS, Cromalin Digital) or chemical (e.g. Cromalin, Matchprint).
- **Delivery of data:** email, FTP (File Transfer Protocol) or online data storage system, in the case of delivery of data via FTP, the Contractor is obliged, at the request of the Customer, to notify the Customer of the address and access details
- **Ready to install Poster:** composed of rectangular parts with overlapping and gluing marks