



IMPORTANT

Billboards are fixed on their locations with water-based technology, therefore the respective potential changes in size are recommended to be considered in the phase of creative design.

Important informations must be placed **15cm away from the edges** of the poster, because placement technology (water based) may cause the paper to expand and some edges may get trimmed!

Please plan the creative in trim size, and make sure that all important information is kept within these limits!

Bleed is no need!

Posters designed to be placed in 'roll-up' equipment do not allow strips to be placed in a posterior manner, therefore in such cases, the replacement of complete posters are required.

We undertake a 30-day guarantee for the placement of paper posters, and we request to receive an extra 20% of the amount as spare pieces in order to be able to replace potential damaged pieces.

In the course of production, the dark colours forming the basis of the poster (e.g. black, dark purple) may not exceed 200% at the most affected parts of the creative. In order to eliminate possible errors, in the case of these posters a min. 2-day drying time shall be observed in any case before shipping.

Condition of ensuring 100% color matching:
Please enclose cromalin or equivalent digital proof, colour sample, PANTONE code for printed color guarantee

POSTER MATERIAL

General: 120g blueback poster paper
Permanent placement (at least 3 months): vinyl

If you have any questions, please feel free to contact us!

IMAGE AND POSTER SIZES

Trim size: 504 x 238 cm
Live image area: 474 x 208 cm

DESIGN SPECIFICATIONS

- Please make sure that the prepared materials would not include fonts. The size of the document should be proportional to the dimensions of the poster. The rate is 1:10 300dpi.
- In case the material contains direct colours, please also enclose the appropriate pantone codes.
- In case of four colour- based printing, TIF should be flattened, and the colour black would be the overprint.
- Before the creation of a file in Pdf format, please check whether all elements of the document are CMYK.
- System: PC
- Up to 30 pieces, posters are produced digitally, therefore the printing of direct colours is not possible in such cases.

FINISHING SPECIFICATIONS

Creative file format: tiff (LZW compression), pdf, eps
Submitting format: FTP server, wettransfer

FTP accessibility:

- server: ftp.mediafield.hu
- username: kreativ@tmcompany
- password: kreativ
- Please send notification after any upload via email to produkcio@mediafield.hu with the following parameters: name of file and directory!

Submission deadline of creative material:
11 workdays before the beginning of the campaign

Submission deadline of posters:
8 workdays before the beginning of the campaign

Delivery address of posters:
Will be consulted before campaign starts