

This appendix provides the technical requirements that need to be met by the advertisement posters and materials used for the production thereof; the drawings constitute an integral part of the appendix.

PREPARATION OF GRAPHIC FILES FOR PRINTING (FOR VINYL DECORATION):

- Visible format : 360 x 180 cm + wheels \varnothing 58 + wheels \varnothing 43
- Print and total format: 364 x 180 cm + wheels \varnothing 60 + wheels \varnothing 45
- For 1:10 scale the resolution should be ca. 600 dpi; CMYK mode.
- The scale can be freely chosen by the graphics designer, yet the relation between scale and resolution should be remembered.
- If a photographic image is chosen, resolution should not be artificially increased – it should result from the image quality.
- The materials can be compressed.
- The materials must be delivered with a test print (cromalin, matchprint).
- The lack of a test print shall imply the acceptance of the standard printing machine colour parameters.
- Please note that in case of large solid colour areas the colour should be provided using Pantone specification.
- Please record the materials on a CD: 1 layout = 1 CD

PREPARATION OF VINYL DECORATIONS (PVC) AND STICKERS PROVIDED BY THE CLIENT:

The JETBIKE advertisement areas are as follows:

- A. advertisement poster printed on vinyl (PVC)
- B. front wheels (hubcaps)
- C. rear wheels (hubcaps)

A. vinyl advertisement poster:

- Material: vinyl blackout PVC
- Visible format: 360 x 180 cm
- Print format: 360 x 180 cm
- Total format: 360 x 180 cm
- Finishing: sharp cut

While preparing the materials for print it should be remembered that despite the advertising space technically constitutes a coherent entity, the observer views it from three different angles – never all at the same time.

It is at the discretion of the Client to decide whether to develop the design in one 360x180 format or as a composite of 120x180 formats.

Delivery date – not later than 7 business days prior to the display period.

Packaging: 1 advertisement poster = 1 parcel, packaged so that its dimensions do not exceed 2m; prepared and protected for further transport; the parcel should be described with the relevant layout/Client name and the advertisement poster format.

B. advertisement poster – front wheel hubcap stickers

- Material: cast foil (S/A)
- Visible format (diameter): 58 cm
- Print format: (diameter): 60 cm

- Total format: (diameter): 60 cm
- Finishing: Sharp cut.
- Safe zone: 1 cm along the wheel circumference (visible format)

The central part of the hubcap contains an opening, while preparing materials for printing it should be remembered not to place important artwork in the centre of the layout.

Please note that due to the spherical shape of the hubcaps, the use of cast film is recommended. It must be noted that if monomer film is used for economical reasons, the advertisement aesthetics will be negatively affected.

Delivery date – not later than 7 business days prior to the display period.

Number of advertisement posters (front wheel hubcap stickers) – the number of leased advertisement spaces x 2 advertisement posters, each measuring \varnothing 58 cm + 1 spare per JETBIKE (if the JETBIKE contains two different designs then two different spare posters per JETBIKE must be provided).

Packaging: 1 advertisement poster = 1 parcel, prepared and protected for further transport; the parcel should be described with the relevant layout/Client name and the advertisement poster format.

C. advertisement poster – rear wheel hubcap stickers

- Visible format (diameter): 43 cm
- Print format: (diameter): 45 cm
- Total format: (diameter): 45 cm
- Finishing: Sharp cut.
- Safe zone: 1 cm along the wheel circumference (visible format)

The central part of the hubcap contains an opening, while preparing materials for printing it should be remembered not to place important artwork in the centre of the layout.

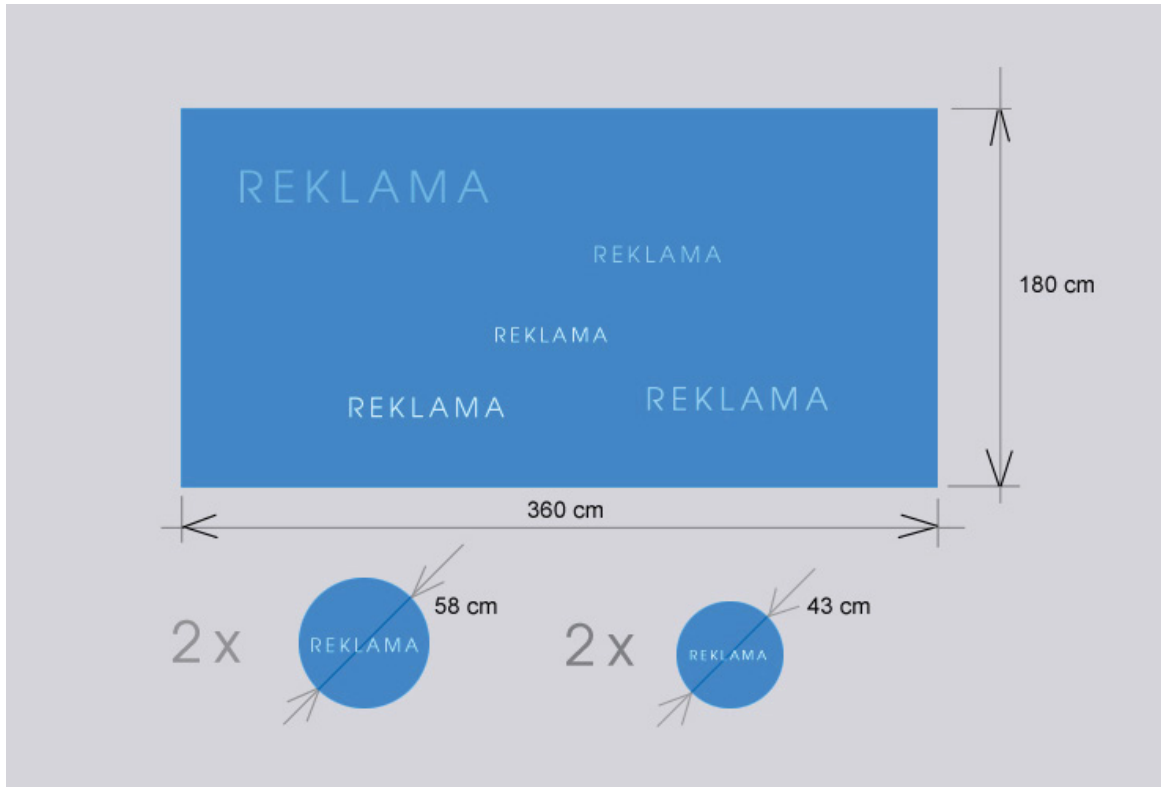
Please note that due to the spherical shape of the hubcaps, the use of cast film is recommended. It must be noted that if monomer film is used for economical reasons, the advertisement aesthetics will be negatively affected.

Delivery date – not later than 7 business days prior to the display period.

Number of advertisement posters (rear wheel hubcap stickers) – the number of leased advertisement spaces x 2 advertisement posters, each measuring \varnothing 43 cm + 1 spare per JETBIKE (if the JETBIKE contains two different designs then two different spare posters per JETBIKE must be provided).

Packaging: 1 advertisement poster = 1 parcel, prepared and protected for further transport; the parcel should be described with the relevant layout/Client name and the advertisement poster format.

1. ADVERTISEMENT AREAS



2. SIDE VIEW



3. REAR VIEW



4. TOP VIEW

