

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 PAPER AND VINYL DECORATION):

- Visible, printed and total format: 600 x 300 cm.
- 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

FINISHING OF PAPER AND VINYL (PVC) POSTERS:

Vinyl Advertisement Poster:

- Visible format : 600 x 300 cm
- Print format: 610 x 305 cm
- Total format: 630 x 330 cm
- Finishing: sharp cut
- Material: vinyl frontlight PVC
- Delivery date – not later than 7 business days prior to 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.

Paper Advertisement Poster:

- Visible format: 600 x 300 cm
- Print format: 610 x 305 cm
- Total format: 610 x 305 cm
- Material: BLUE BACK paper, density min. 120 g/m²
- Division into sections: 5 x 2
- Finishing: the sections must feature print marks and must be trimmed at the lower and left edges, the upper and right edges must have at least 10 mm overlap.
- Safe zone: due to the stretch characteristics of paper it is not recommended to place any significant advertisement elements closer than 48 cm to the vertical and 24 cm to the horizontal edges of the poster design.
- Delivery date – not later than 7 business days prior to 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.

Please note: Each section should be described according to the instructions below:

MOBIJET PAPER DECORATION

