

The MOTORWAY 12x4 boards are adapted to display advertisement posters printed both on paper and vinyl (PCV). Depending on the material selected, the advertisement posters and the production files must meet the following technical requirements:

I. VINYL POSTERS

1. Preparation of a graphic design for an advertisement poster printed on vinyl (PVC):

An advertisement poster printed on vinyl has the following formats:

Visible format: 12 000 mm x 4 000 mm

Print format: 12 200 mm x 4 200 mm

The advertisement board features rounded edges with a diameter of 26 cm (except build no. 98, 188, 229, 232, 234, 238, 239).

When designing artwork the characteristics of a vinyl poster should be remembered – it is an elastic material whose stretch, depending on the ambient temperature, build temperature, density and internal structure may reach up to 0,5% (i.e. 6cm along the long edge and 2cm along the short edge).

Therefore **security margins** should be considered during the design stage, forming a part of the visible format yet not containing any significant artwork elements such as slogans, logos etc. Two factors influence the size of the security margin:

- maximum material stretch

- the spacing that should be kept for aesthetic reasons (our suggestion is 15cm)

Considering the above, the margin at each vertical edge should be 18 cm and, conversely, 16cm at each vertical edge.

The safety margin resulting from material stretch must definitely be kept while the margin resulting from aesthetic reasons may be altered by the Client.

The design should incorporate print marks defining the visible format. They should constitute lines 2mm in width and 3cm in length placed every 100cm.

The Client shall not be held responsible for the illegibility of the display resulting from the failure to keep safety margins.

2. Preparation of graphic files for printing of advertisement posters on vinyl (PVC)

For 1:10 scale the file resolution should be ca. 400 dpi.

Mode: CMYK

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.

Preferred file save format: TIFF, PDF

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 colour parameters of the printing machine used for the Client's project.

Please note that in case of large solid colour areas the colour should be provided using Pantone specification.

The materials should be recorded on a CD; the production file should be accompanied by a preview file for use by the technical department (any bitmap up to 1Mb in size)

1 layout = 1 CD

3. Production of an advertisement poster printed on vinyl (PVC):

- Visible format 12 000 x 4 000 mm
- Print format 12 200 x 4 200 mm

- Total format after finishing 12 400 x 4 400 mm
- Finishing – 80mm pockets along the entire edge
- Material – vinyl frontlight PVC
- Delivery date – not later than 7 business days prior to display period.
- Number – equal to the number of advertisement spaces leased.
- 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.

II. PAPER POSTERS

1. Preparation of a graphic design for an advertisement poster printed on paper:

An advertisement poster printed on paper has the following formats:

Visible format: 12 000 mm x 4 000 mm

Print format: 12 000 mm x 4 000 mm

The advertisement board features rounded corners with a diameter of 26cm (except builds no. 98, 188, 229, 232, 234, 238, 239).

When designing artwork the characteristics of a paper poster should be remembered – it is an elastic material whose stretch, depending on the quality, density, ambient temperature, build temperature, fibre direction, ambient humidity and the type of liquid used to wet the poster may reach up to 8-10% (i.e. 96 cm along the long edge and 32 cm along the short edge).

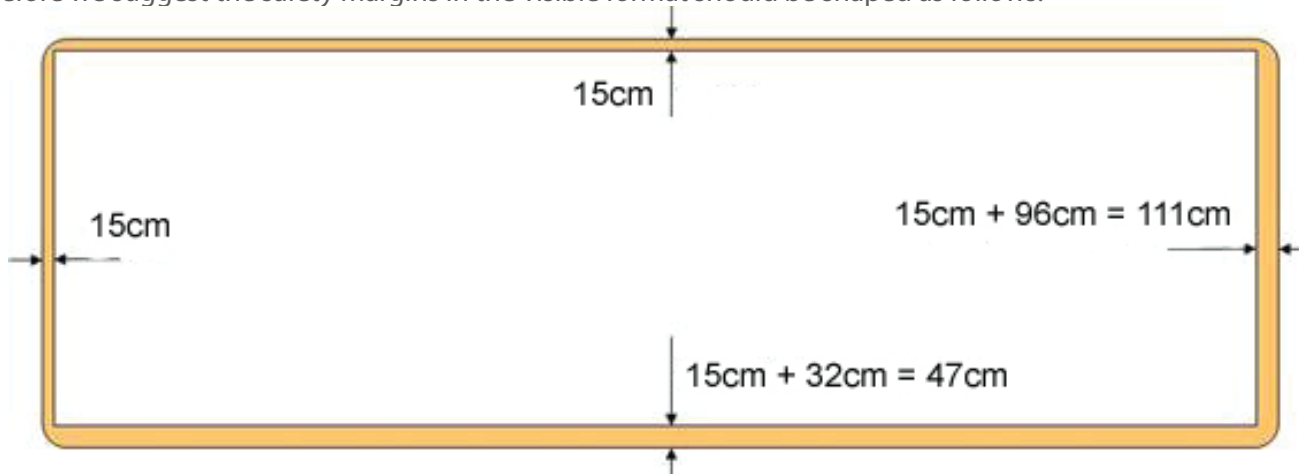
Therefore **security margins** should be considered during the design stage, forming a part of the visible format yet not containing any significant artwork elements such as slogans, logos etc. Two factors influence the size of the security margin:

- maximum material stretch

- the spacing that should be kept for aesthetic reasons (our suggestion is 15cm)

The mode of installation of paper decoration (always starting with the upper left corner) does not allow for any freedom in its setup. The poster is not trimmed at the upper and left edge.

Therefore we suggest the safety margins in the visible format should be shaped as follows:



The safety margin resulting from material stretch must definitely be kept while the margin resulting from aesthetic reasons may be altered by the Client.

Jet Line company shall not be held responsible for the illegibility of the display resulting from the failure to keep safety margins.

2. Preparation of graphic files for printing of advertisement posters on paper:

For 1:10 scale the file resolution should be ca. 400 dpi.

Mode: CMYK

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.

Preferred file save format: TIFF, PDF

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 colour parameters of the printing machine.

Please note that in case of large solid colour areas the colour should be provided using Pantone specification.

The materials should be recorded on a CD; the production file should be accompanied

by a preview file for use by the technical department (any bitmap up to 1Mb in size).

1 layout = 1 CD

3. Production of an advertisement poster printed on paper:

Visible format 12000 x 4000 mm

Print/total format 12000 x 4000 mm

Material: blue back paper at least 120g/m²

Division into sections: 9 x 3

All sections of the poster must be placed with the fibres in one direction.

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.

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

Number – equal to the number of advertisement spaces leased + 20% spares (for campaigns up to 10 advertisement spaces in December, January and February of each year - 30% spares) and one set for test installation. The number of spares must not be lower than 1 pcs. When displaying the Advertisement Posters on 12x4 boards, their life cycle is three months, so for longer campaigns a sufficiently larger number of Advertisement Posters should be printed.

Packaging: 1 decoration = 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.

Note: each section must be described according to the guideline:

A1	A2	A3	A4	A5	A6	A7	A8	A9
B1	B2	B3	B4	B5	B6	B7	B8	B9
C1	C2	C3	C4	C5	C6	C7	C8	C9

The individual poster sections must not be folded