

# Round pillars

Product	Sheets	Poster size	Visible area
backlit round pillars	1	1315x2960 mm	1275x2920 mm



## Printing file.

Size of the printing file should be: 1:1 or 1:10. Resolution 360dpi. All pictures should be in highresolution. Suitable file extensions are pdf, tiff and format *composite*. Colours CMYK.

## Paper material.

Posters must be printed on 135–150 g/m<sup>2</sup> coated, woodfree paper with white backing („Citylight“ paper). Note that the paper should be suitable for backlighting, and **must not have a blue backing**. Results for backlit posting may be better with support printing on the back. All posters intended for non-pasted posting must be delivered unfolded.

## Inks.

Must be able to stay up for a month in an urban environment under summer conditions without fading or changing in any other way.

The use of glossy inks can cause reflections on the poster surface, which can impede the clarity of the advertising message. If in any doubt, e.g. about introducing new inks, our Technical Department must be consulted well in advance.

## Important terms of delivery.

Drawings and printing files must be uploaded **at least 10 days** before the start of the advertising period to Clear Channel Estonia's FTP server: ftp.clear.ee

username: [klient@clear.ee](mailto:klient@clear.ee)

password: Klient45

**Nb!** It is very important to upload also picture of design (jpg fail). Without the sample Clear Channel Estonia do not take responsibility if printout is different from the desired result.

Posters must be delivered to Clear Channel Estonia's technical department **at least 5 days** before the start of the advertising period.

Delivery address: **Spordi tn 13A 11312 Tallinn Estonia** T +372 6517 260