

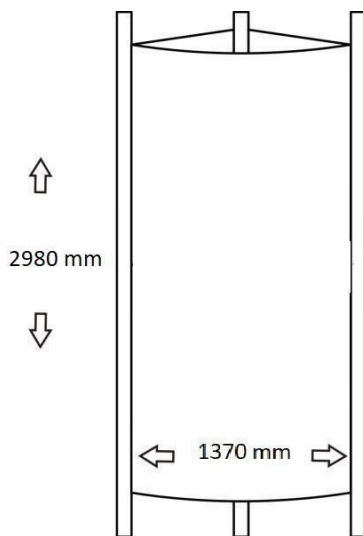
# Pillars

| Product        | Sheets | Poster size  | Visible area |
|----------------|--------|--------------|--------------|
| poster pillars | 1      | 1370x2980 mm | 1370x2980 mm |

**NB! Delivered posters must be able to tolerate pre-soaking (up to max 1370x2980 mm).**

## Printing file.

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



## Paper material.

Suitable paper 115g/m<sup>2</sup>-130g/m<sup>2</sup>, woodfree paper, CBP (coated blue back paper) with increased wet strength suitable for outdoor use. Suitable solvent-based printing technology. The weight does not include the increased weight from coating. When introducing new paper grades, our Technical Department must be consulted and a trial pasting carried out.

Do not use coated paper in conjunction with screenprinting. **Delivered posters must be able to tolerate pre-soaking (up to max 1370x2980 mm).**

## 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. Do not use inks and printing techniques that will not survive pasting with a waterbased starch adhesive or that will hinder subsequent pasting.

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

We advise against using solid black surfaces, as they can crackle in certain weather conditions after pasting.

## 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: **Sordi tn 13A 11312 Tallinn Estonia** T +372 6517 260