

Billboards

Product
Billboards

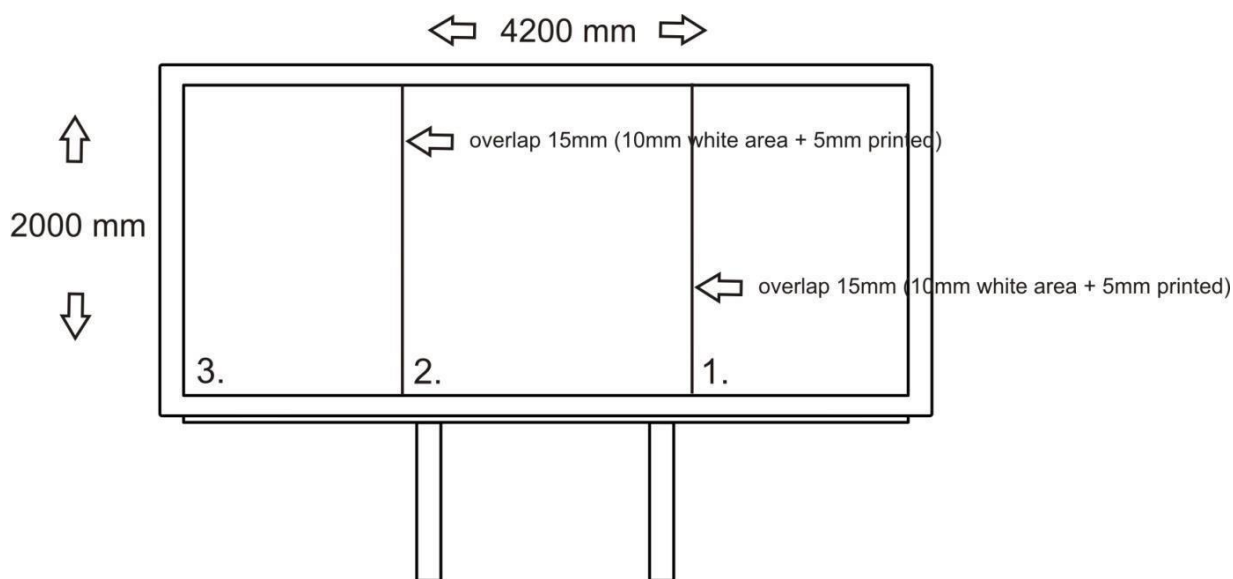
Sheets
3

Poster size
4200x2000 mm

Visible area
4200x2000 mm

Printing file

Size of the printing file should be: 1:1 or 1:10. Resolution 360dpi. All pictures should be in high resolution. Suitable file extensions are pdf, tiff and format composite. Colors CMYK. The posters are **printed in three parts** and they are cut according to this instruction:



poster is printed in three parts in this specific handedness order as shown on the drawing 1.-3.

Paper material

Suitable paper 115g/m²-130g/m², woodfree paper, CBP (coated blue back paper) with increased wet strength suitable for outdoor use. The weight does not include the increased weight from coating. Suitable solvent-based printing technology. 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 screen-printing. **Delivered posters must be able to tolerate pre-soaking (up to max 4200x2000 mm).**

PVC billboards

Poster must be printed in one piece with the final measurements of 4190x1990 mm. Finishing: turned back and sewed/welded edges with the width of 50 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 water-based 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 and password: Klient45).

NB! It is very important to also upload a picture of the design (jpg file). Without the sample, Clear Channel Estonia does 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