

Transit (BUS)

| Product | Sheets | Poster size | Visible area |
|-----------------------------|---|-----------------|-----------------|
| Inside the bus – sticker A3 | 1 | 297x420 mm (A3) | 297x420 mm (A3) |
| Inside the bus – sticker A4 | 1 | 210x297 mm (A4) | 210x297 mm (A4) |
| Outside the bus | Please consult with our project manager T +372 669 1870 | | |

Printing file

Size of the printing file should be: 1:10. Resolution 360dpi. All pictures should be in high-resolution. Suitable file extensions are pdf, tiff and format composite. Colors CMYK.

In case of using outside sides of the bus you need to know the type of bus that is being used for your campaign, for exact drawings please contact Clear Channel Estonia T +372 669 1870

Paper material for stickers inside the bus

For transit advertising we use stickers. You should use stickers which are covered with glue that is easy to remove for example **3M20 series material**. When introducing new paper grades, our Technical Department must be consulted and a trial pasting carried out.

Inks

Must be able to stay up for a long time in an urban environment under summer conditions and rain 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. Posters for pasting must be able to tolerate paste. 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 [clearchannel/file-transfer](#) link on Clear Channel Estonia's home page or according to the agreement made with the project manager.

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

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

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