

# Tartu mnt breakthrough

Product  
pillars

Sheets  
2

Poster size  
1370x2980 mm

Visible area  
1370x2980 mm

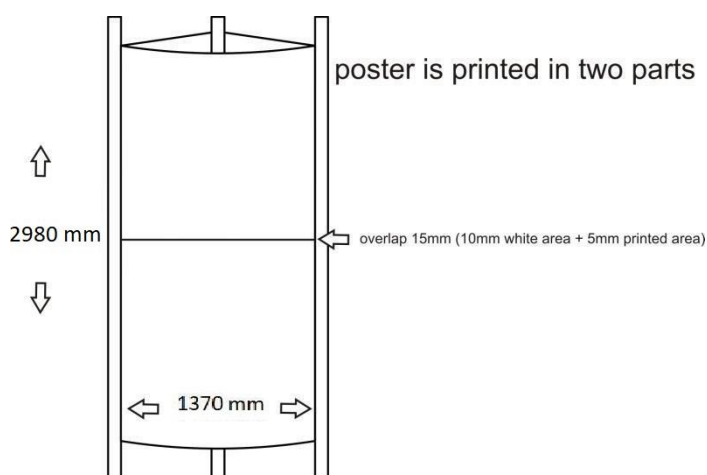
**NB!** Delivered posters must be able to tolerate pre-soaking (up to max 1370x2980mm).

## 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. Colours CMYK. The file must be in **one piece!**

The posters are printed in **two parts and they are cut according to this instruction**. NB! The overlap must be printed on the upper edge of the bottom piece.



## 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. 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. Suitable solvent-based printing technology.

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 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 [clearchannel/file-transfer](https://clearchannel.ee/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 will 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