

A close-up photograph of a sign for 'JCDecaux' mounted on a brick wall. The sign is dark with white, bold, sans-serif lettering. The background is a blurred cityscape with tall buildings under a blue sky. A teal horizontal bar is overlaid at the bottom of the image.

JCDecaux

Production parameters

General information

We are not in a position to provide a guarantee for strips postering (subsequent over-posting), therefore it is not recommended by us.

There is no possibility for the strip postering (subsequent over-posting) of posters to be placed in roll-up equipment. In such case the poster needs to be completely replaced.

We shall assume a 30-day guarantee for paper posters delivered as per the specifications.

In addition thereto, we also require a 20% reserve quantity for the repair of potential damages.

In the course of production, the dark colours forming the basis of the poster (e.g. black, dark purple) may not exceed 230% at the most affected parts of the creative. In order to eliminate possible errors, in the case of these posters a min. 2-day drying time shall be observed in any case before shipping.

Printing requirements of paper posters

Material quality: It is expected that the paper posters be placed in public spaces withstand the physical demands of preparation and placement, the outside impacts of getting wet, and dilation caused by temperature fluctuations. The compliance thereof shall be guaranteed by the printing works.

Use of ink: It is expected that inks used to print posters be resistant to the impacts of preparation (folding, soaking, transportation) and placement; and for them to have adequate protection against the weather (rain, sunshine, temperature fluctuations). Compliance with those parameters shall be the obligation of the printing works.

The posters received shall at all times be in a condition ready for use.

During drying time they shall remain at the printing works.

Shipment

- We request higher-volume posters (over 50 pcs) to be delivered spliced on pallets, with anti-slip fixing, and small-volume ones (less than 50 pcs) packed in rolled form.
- The posters should be separated by elements, except for those with individual sizes. There may be max. 1500 sheets of posters placed on a pallet.
- Please indicate the lay-out of the posters contained in the package on all packages.

Submission deadline for posters: 4 business days prior to the launch of the campaign.

Delivery address: JCDecaux Hungary Zrt. Raktár, 1097 Gubacsi út 24. Building D Unit D7

Contact: Zoltán Tüske, Phone: +36 20 454 5115

Receipt of posters: 9 a.m. to 4 p.m. any times or methods of receipt deviating therefrom shall only be possible subject to written notification on the day preceding shipment.

Poster sizes and materials

150 g enamelled paper

Citylight

Cut size: 118.5 cm x 175 cm

Resolution (in cut size): min. 100dpi - max. 300dpi

Platform B1

Cut size: 70 cm x 100 cm

Resolution (in cut size): min. 100dpi - max. 300dpi

Platform KO

Cut size: 102.5 cm x 50 cm

Resolution (in cut size): min. 100dpi - max. 300dpi

Platform Round

Cut size: 70 cm (diameter)

Resolution (in cut size): min. 100dpi - max. 300dpi

105 g - 120 g blueback paper

Billboard

Cut size: 504 cm x 238 cm

Resolution (in cut size): min. 30dpi - max. 100dpi

Magnum

Cut size: 960 cm x 360 cm

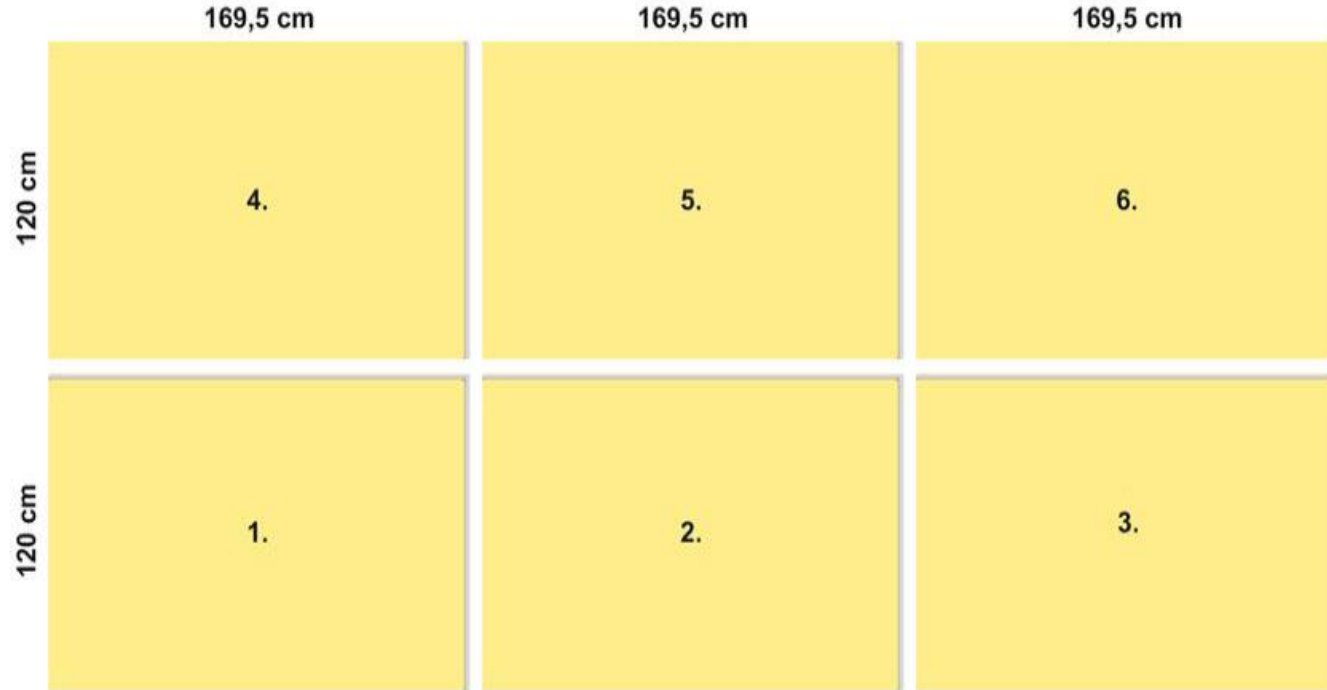
Resolution (in cut size): min. 30dpi - max. 100dpi

Billboard segmentation

We request that in each case in addition to the closing element **all elements be supplied with a dye-free alignment strip and alignment sign** in order to be able to ensure adhesive quality and we also request to receive a lay-out with all posters to be delivered, clearly matched to the package.

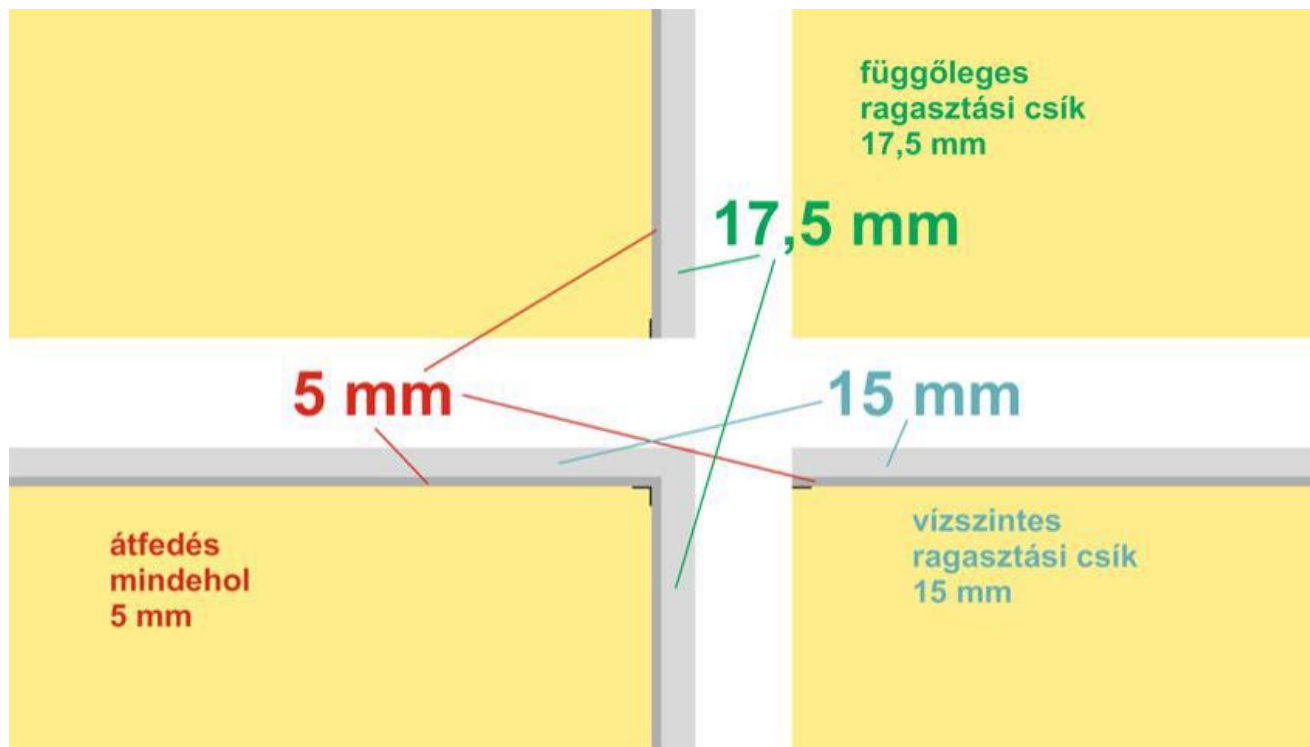
SEGMENTATION OF POSTER OF 6 ELEMENTS			
Postering sequence	Segment strip	Overlying strip	Alignment (adhesive)
4.	top left	5mm on right hand side	17.5mm on right hand side
5.	top middle	5mm on right hand side	17.5mm on right hand side
6.	top right	none	none
1.	lower left	5mm at top and 5mm on right side	15mm at top and 17.5mm on right side
2.	lower middle	5mm at the top and 5mm on right side	15mm at the top and 17.5mm on right side
3.	lower right	5mm at the top	15mm at the top

Billboard segmentation



Billboard segmentation

<i>Translation:</i>	vertical adhesive strip 17.5 mm
overlap everywhere 5 mm	horizontal adhesive strip 15 mm



Technical specification for postering and placement of posters

Posting of BB paper posters

Following the cleaning of the surface as required, matting by water-based adhesive of the poster of 6-8-12 segments, soaked during the preparation of the poster produced in accordance with the production list, with special attention paid to accurate alignment and the smoothing out of wrinkles and bubbles. Cutting off of poster parts overhanging the size of the board. The life cycle of the poster shall be 1 month, after that re-postering by a new poster is required.

BB roll-up

Insertion into the device of a string of several interlocked laminated posters - produced as per the production list, to be rolled continuously down and up by the device between the upper and lower rollers, with 5-10 sec stops. The life cycle of the poster shall be 1 month, after that replacement by a new poster is required.

BB Prism

The pre-cut poster sections produced as per the production list shall be fixed on the surface of the vertically positioned triangular prism line inserted in the horizontal line in the device, varying in number of pieces depending on the type of device. The units shall replace the visible posters independently from one another but by turning simultaneously. The life cycle of the poster shall be 1 month, after that replacement by a new poster is required.

Placement of CLP paper posters

After removing the previous poster, insertion and fixing of the current poster produced as per the production list in the device, and then cleaning of the device with a soapy and wet cloth. The life cycle of the poster shall be 1 month, after that replacement by a new poster is required.

CLP roll-up

Insertion into the device of a string of 1-4 pcs of prepared and compiled, interlocked posters - produced as per the production list, to be rolled continuously down and up by the device between the upper and lower rollers, with 5-10 sec stops. The life cycle of the poster shall be 1 month, after that replacement by a new poster is required.

CLP cylindrical column

Subject to the type of device, 2-3-6 pcs of devices hosting CL posters produced in accordance with the production list. After removing the previous poster, insertion and fixing of the current poster in the device, and then cleaning of the device with a soapy and wet cloth.

Placement of small platform posters (B1; small billboard)

After removing the previous poster, placement of a poster produced as per the production list in the holding device of a size corresponding to the size of the poster (produced as per the production list) of an openable frame, and then wiping of the frame and the protective plexiglas with antistatic chemicals.