



JCDecaux

Design parameters

General information (need to knows)

- Please make sure that the prepared materials would not include fonts.
- The size of the document should be proportional to the dimensions of the poster.
- In case the material contains direct colors, please also enclose the appropriate pantone codes.
- In case of four color-based printing, TIF should be flattened and the black would be the overprint.
- Before the creation of a file in PDF format, please check whether all elements of the document are CMYK.
- The printing of direct colors is not possible! Concerning Offset production (over 120 pieces) the saturation of the dark colors - which provide the base of the poster (such as black, deep purple) – on the most loaded area – must not exceed a 230%! The dark color based posters must be checked by the printing-house! To correct potential errors drying period (min. 2 days) must be observed.
- Please, enclose cromalin or equivalent digital proof, color sample, PANTONE code for printed color guarantee!
- Posters designed to be placed in 'roll-up' (BB, CL) equipment do not allow strips to be placed in a posterior manner, therefore in such cases, the replacement of complete posters are required.
- We undertake a 30-day guarantee for the placement of paper posters, and we request to receive an extra 20% of the amount as spare pieces in order to be able to replace potential damaged pieces.

Submitting informations

File Formats: TIFF (LZW compression), PDF (Composit)

Deadline: 10 workdays before campaign beginning!

Methods: JCDecaux FTP server, wetransfer, CD – DVD

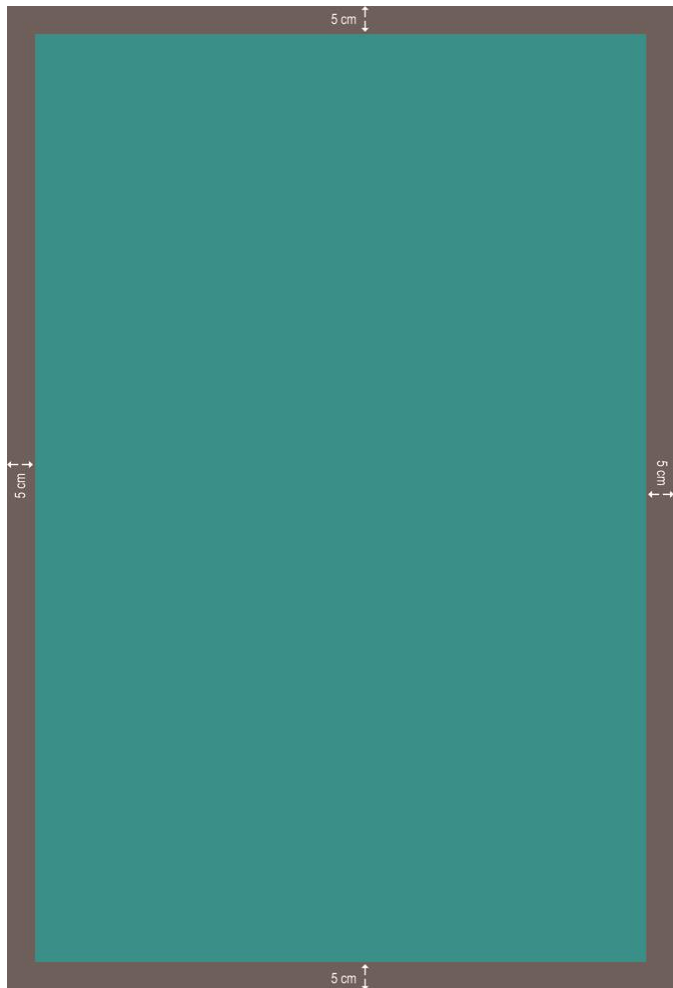
Address: 1027 Budapest, Ganz Street 16. Residence 2 Business center

JCDecaux Hungary Zrt., to: Enikő Treitné Nagy - Mobile: 06 20 555 6118

Same address for proof sending and other materials.

FTP access please contact with gyartas@jcdecaux.com or Enikő Treitné Nagy

Please send notification after any upload via email to gyartas@jcdecaux.com with the following parameters: JCDecaux sales contact, file and directory name.



Citylight

Trim size: 118,5 cm x 175 cm

Resolution:

min. 100dpi - max. 300dpi

*Important informations must be placed **5cm** away from the edges of the poster, because the frame of the surface may cover this area!*

Please plan the creative in trim size, and make sure that all important information is kept within these limits!

Bleed is no need!

Billboard

Trim size: 504 cm x 238 cm

Resolution:

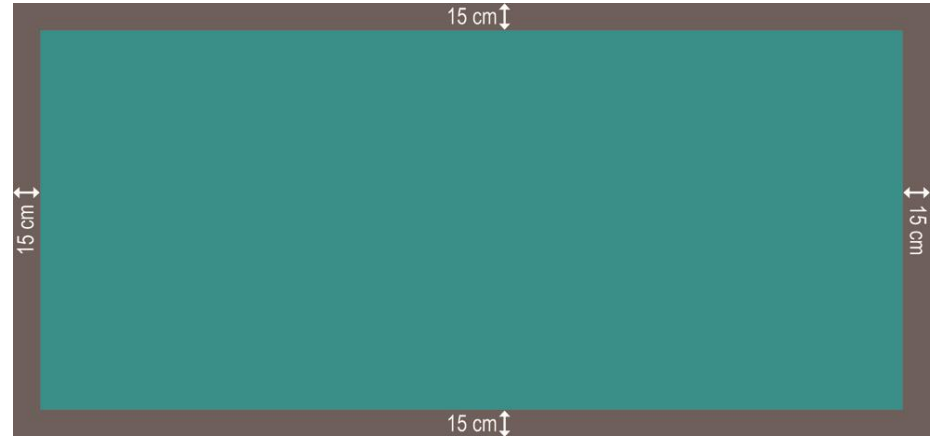
min. 30dpi - max. 100dpi

*Important informations must be placed **15cm** away from the edges of the poster, because placement technology (water based) may cause the paper to expand and some edges may get trimmed!*

Please plan the creative in trim size, and make sure that all important information is kept within these limits!

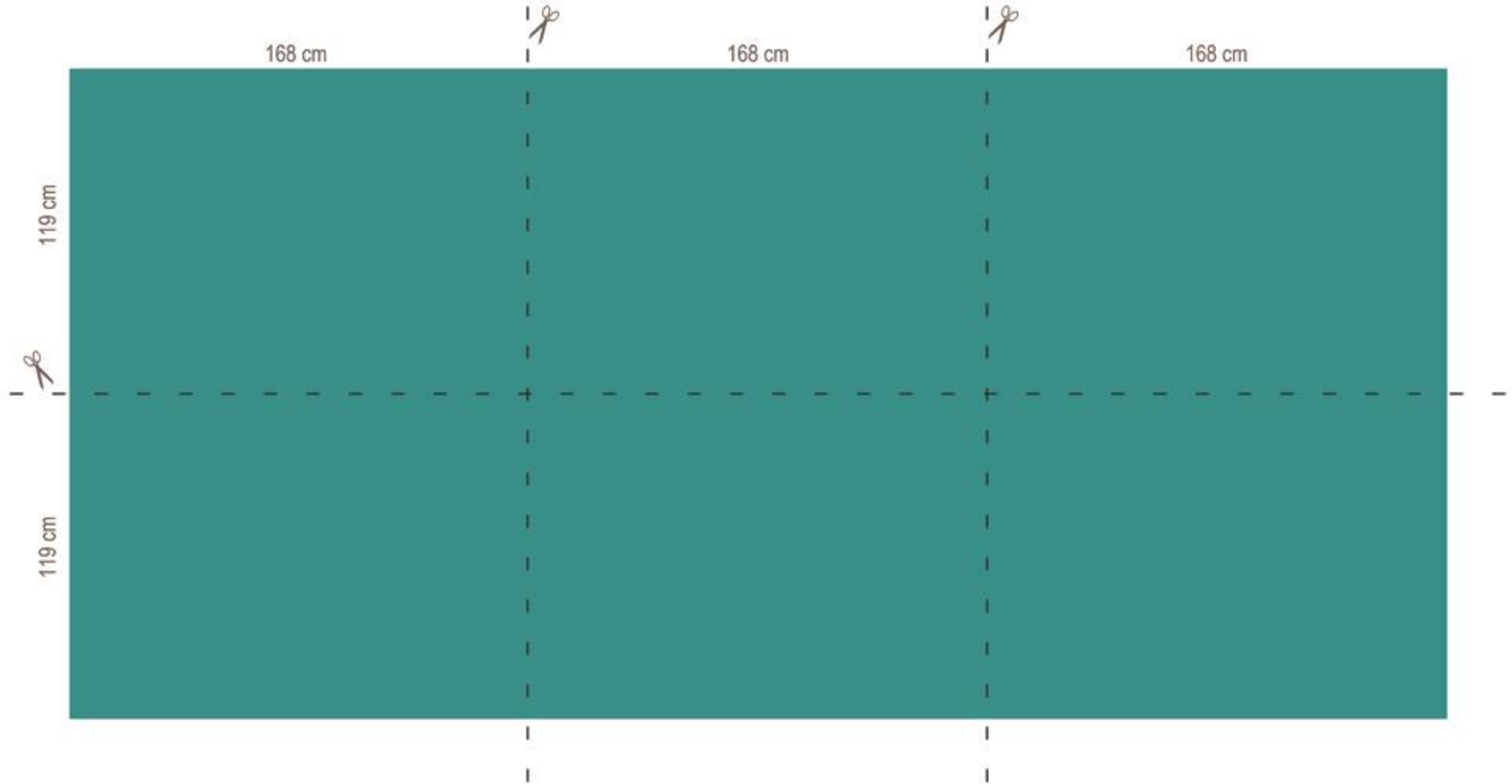
Bleed is no need!

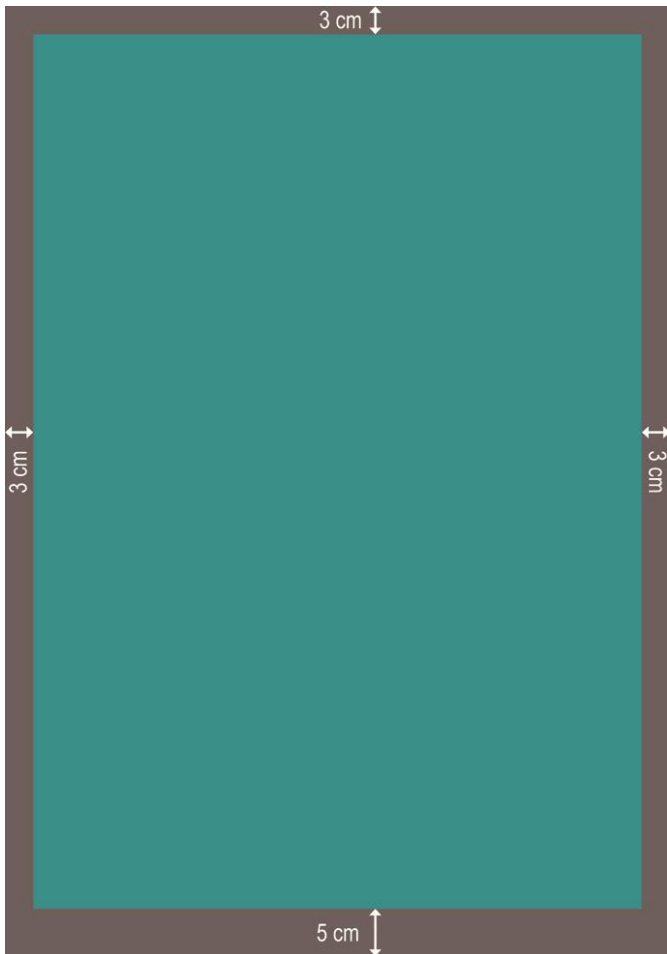
Segmentation on the next slide!



Billboard segmentation

As far as possible don't plan texts to the segment edges please!





Peron B1

Trim size: 70 cm x 100 cm

Resolution:

min. 100dpi - max. 300dpi

*Important informations must be placed **3cm and 5cm** away from the edges of the poster, because the frame of the surface may cover this area!*

Please plan the creative in trim size, and make sure that all important information is kept within these limits!

Bleed is no need!

Peron SPEC B1

Trim size: 77 cm x 87 cm

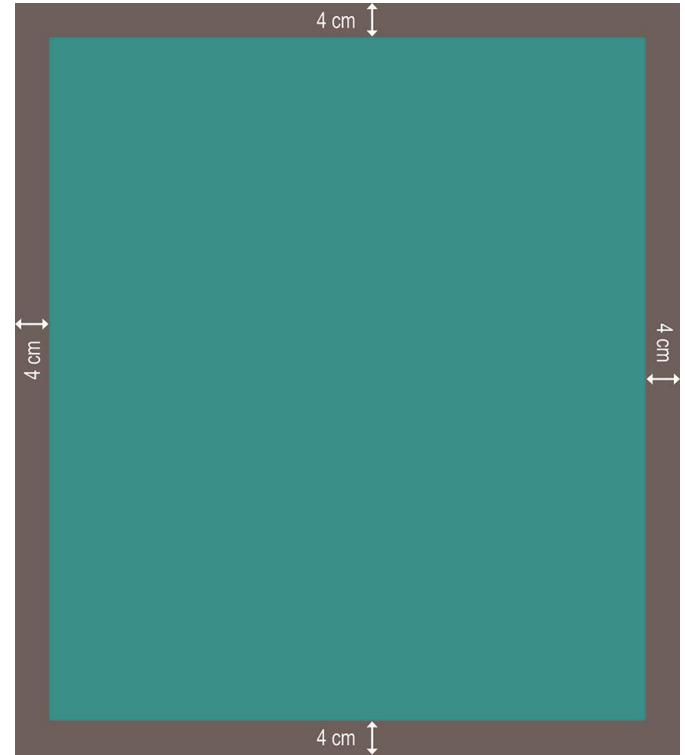
Resolution:

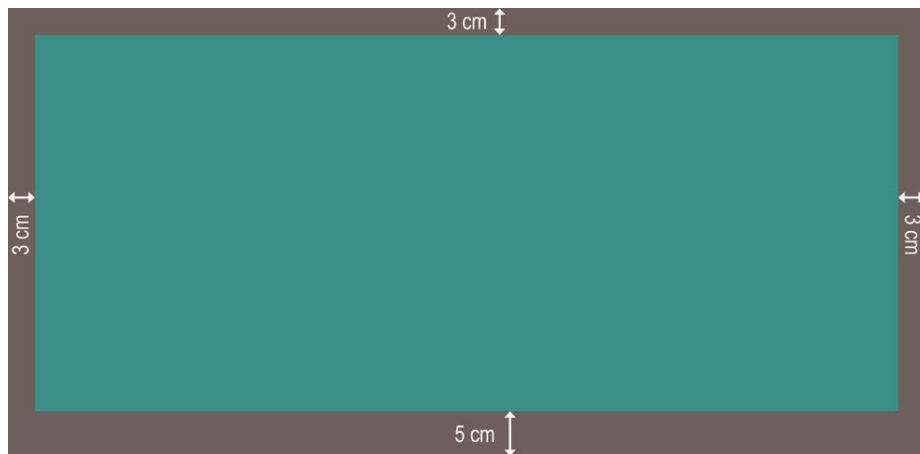
min. 100dpi - max. 300dpi

*Important informations must be placed
4cm away from the edges of the poster,
because the frame of the surface may
cover this area!*

Please plan the creative in trim size, and
make sure that all important information is
kept within these limits!

Bleed is no need!





Peron KO

Trim size: 102,5 cm x 50 cm

Resolution:

min. 100dpi - max. 300dpi

*Important informations must be placed **3cm and 5cm** away from the edges of the poster, because the frame of the surface may cover this area!*

Please plan the creative in trim size, and make sure that all important information is kept within these limits!

Bleed is no need!

Peron Circle

Trim size: 70 cm (diameter)

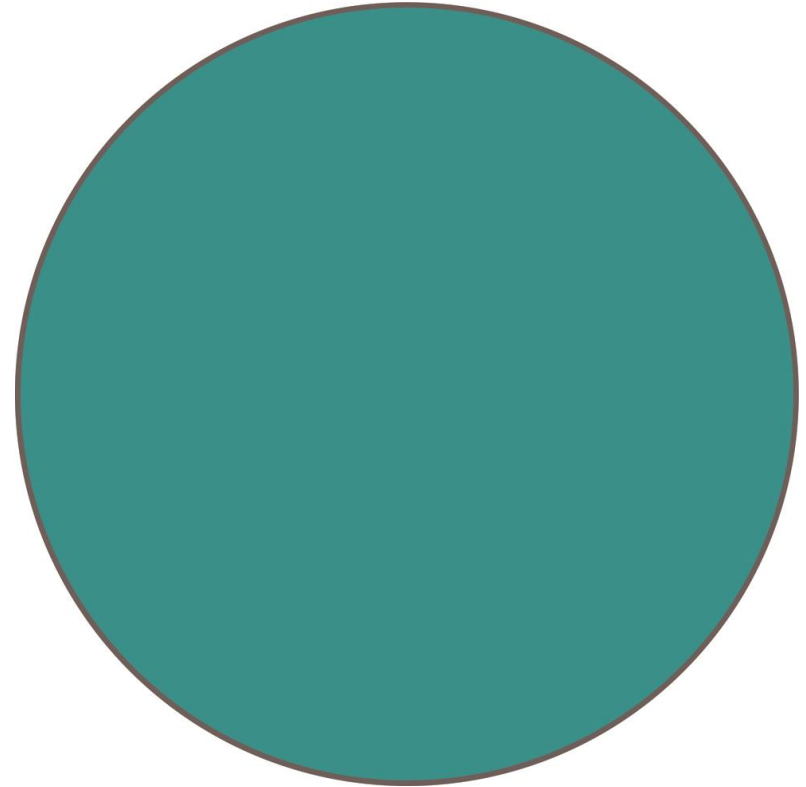
Resolution:

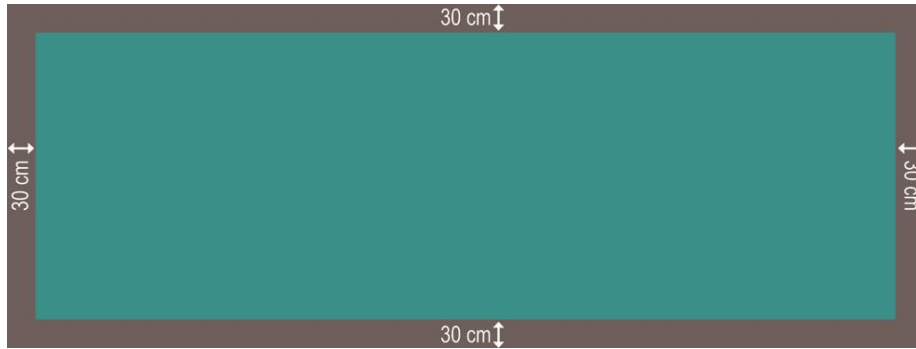
min. 100dpi - max. 300dpi

*Important informations must be placed
1cm away from the edges of the poster,
because the frame of the surface may
cover this area!*

Please plan the creative in trim size, and
make sure that all important information is
kept within these limits!

Bleed is no need!





Magnum

Trim size: 960 cm x 360 cm

Resolution:

min. 30dpi - max. 100dpi

*Important informations must be placed **30cm** away from the edges of the poster, because placement technology (water based) may cause the paper to expand and some edges may get trimmed!*

Please plan the creative in trim size, and make sure that all important information is kept within these limits!

Bleed is no need!

4-6 tram surfaces

Trim size: 30 cm x 46 cm

Resolution:
min. 100dpi - max. 300dpi

Bleed: **1cm** bleed is needed!

