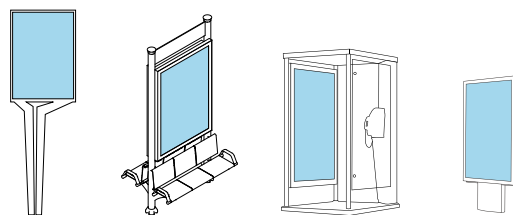


Production Specifications

2m² - deviant

Poster size: Width 103,5 x height 152,7 cm.
Viewable size: Width 97 x height 147 cm.



Panel type: CityCells Den Haag, CityCells Alkmaar, CityCells Amstelveen, CityCells Dordrecht, CityCells Tilburg, Metro Panels, Infopanelen ArenA and Adshels Tilburg

Design: For optimal visibility we advise to place essential text or images well within the viewable area. We also recommend a bleed margin of 5 mm.

Print specifications (client to print)

Material: 135 grs. mat light-diffusing for backlighting.
Reverse printing: Reverse printing is strongly recommended as all panels are back illuminated.
Quantity: According to booking plus 30% spare material.
Delivery posters: At the expense and at risk of the client. Material must be received two weeks prior to campaign date. We would like to receive the posters flat on pallets, tagged at every 50 posters.
Delivery address: Hillenaar Outdoor Advertising
Attn. Operations Department
Advertiser and reservation number
Rhijngesteerstraatweg 18
2342 AM OEGSTGEEST
The Netherlands

Artwork specifications (Hillenaar to print)

Scale: 20% (size: 20,7 x 30,54 cm).
Digital resolution: 450 dpi (on scale format).
File type: PDF (version 1.4) with 5 mm bleed margin.
Color format: CMYK.
Delivery of artwork: Upload via FTP, three weeks prior to campaign.
FTP: <http://www.hillenaar.nl/bestandaanleveren>
Color proof : In case a color proof for color matching (Isocoated V2 of FOGRA39) is not delivered on time, we cannot be held responsible for any possible color inaccuracies or deviations.
Questions? Please contact our Operations department, tel: 0031 (0) 71 5157343 or send an email to operations@hillenaar.nl.