

Technical Specifications

BACKLIGHT BILLBOARDS

WallDecaux
Premium Out of Home



Paper format	18/1 format, 356 cm x 252 cm (W x H), visible area, centred: 340 cm x 240 cm (W x H)
Material	170 g/m2 matt white-coated specially produced high-quality art paper for backlighting, laminated on the back side
Printing	Offset (4-piece) or digital printing (1- and 2-piece), Recommendation: Double-sided offset color printing Please contact the print shop to obtain precise specifications for the print files
Paper grain	Uniform grain direction on all sheets
Image overlap	On the sides where the sheets are joined, the posters must have a border of at least 3 mm wide to allow image overlap
Delivery	1, 2, and 4-piece posters must be received at the proper delivery address(es) at the latest 14 days prior to the posting start date; the sender must bear postage costs 4-piece: Poster sheets should be dimensioned for paper format above and include additionally a 15–20 mm border on all sheet edges for cutting; posters should be grouped by image; please send one set of poster sheets per image lying face up and flat on a palette. Poster sheets should be on separate palettes for each customer. Separate palettes should also be used if there are more than 100 sheets per medium; max. of 1,500 sheets per palette 2-piece: Poster sheets should be dimensioned for paper format above and include additionally a 15–20 mm border on all sheet edges for cutting; ship up to 15 pieces grouped by image in heavy duty cardboard 1-piece: Poster sheet should be cut to the paper format listed above; ship up to 15 pieces grouped by image in heavy duty cardboard
Backup posters	10% per poster image and city; for 1–30 posters, 20% per image and city
Note	Laminating, cutting, and labelling must take place at a print shop that has been certified by WallDecaux. Recommendation for laminating: 12 µm thick on reverse side. Please note Section 3 of our Special Conditions for City Light Media.

