

Technical Specifications

BACKLIGHT COLUMN

WallDecaux
Premium Out of Home



Paper format	8/1 format, 118.5 cm x 350 cm (W x H), visible area, centred: 113 cm x 337 cm (W x H)
Material	135–150 g/m2 matt white-coated specially produced high-quality art paper for backlighting
Printing	Offset or digital printing, 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 8 mm wide to allow image overlap
Delivery	Posters should be delivered as 2-piece in 4/1 format and must be received at the proper delivery address(es) at the latest 14 days prior to the posting start date; posters should be cut to the correct format, should be grouped by image, should be placed face down on a palette, and 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.
Backup posters	10% per poster image and city; for 1–30 posters, 20% per image and city

