

# Technical Specifications

## BACKLIGHT BILLBOARDS



<b>Paper format</b>	18/1 format, 356 cm x 252 cm (W x H), visible area, centred: 340 cm x 240 cm (W x H)
<b>Material</b>	170 g/m2 matt white-coated specially produced high-quality art paper for backlighting, laminated on the back side
<b>Printing</b>	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
<b>Paper grain</b>	Uniform grain direction on all sheets
<b>Image overlap</b>	On the sides where the sheets are joined, the posters must have a border of at least 3 mm wide to allow image overlap
<b>Delivery</b>	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 <b>4-piece:</b> 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 <b>2-piece:</b> 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 <b>1-piece:</b> Poster sheet should be cut to the paper format listed above; ship up to 15 pieces grouped by image in heavy duty cardboard
<b>Backup posters</b>	10% per poster image and city; for 1–30 posters, 20% per image and city
<b>Note</b>	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.

