

TECHNICAL STANDARDS

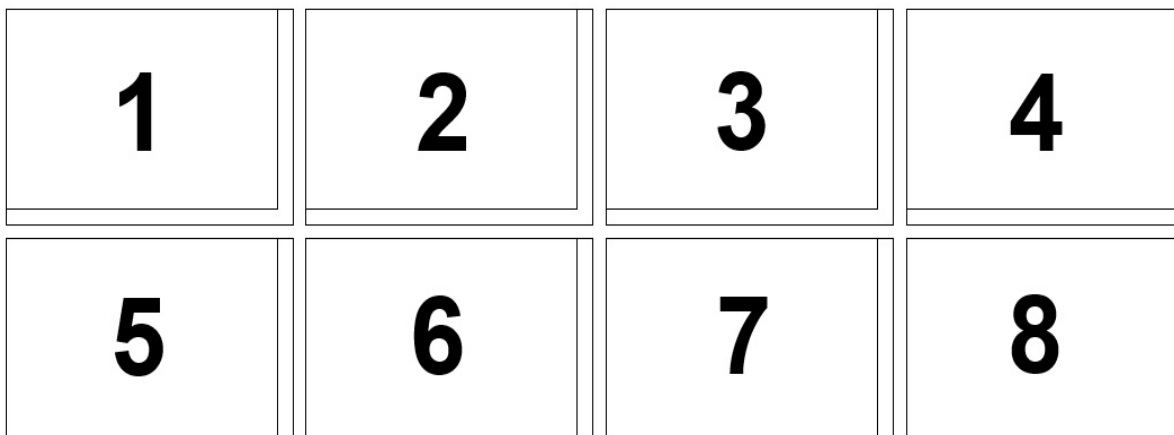
Technical specifications for the posting of outdoor advertising posters

1. PRINT

Dimensions: 504 x 238 cm (BILLBOARD)

The poster consists of 8 identical sheets with the dimensions of 123 x 119 cm for each sheet.

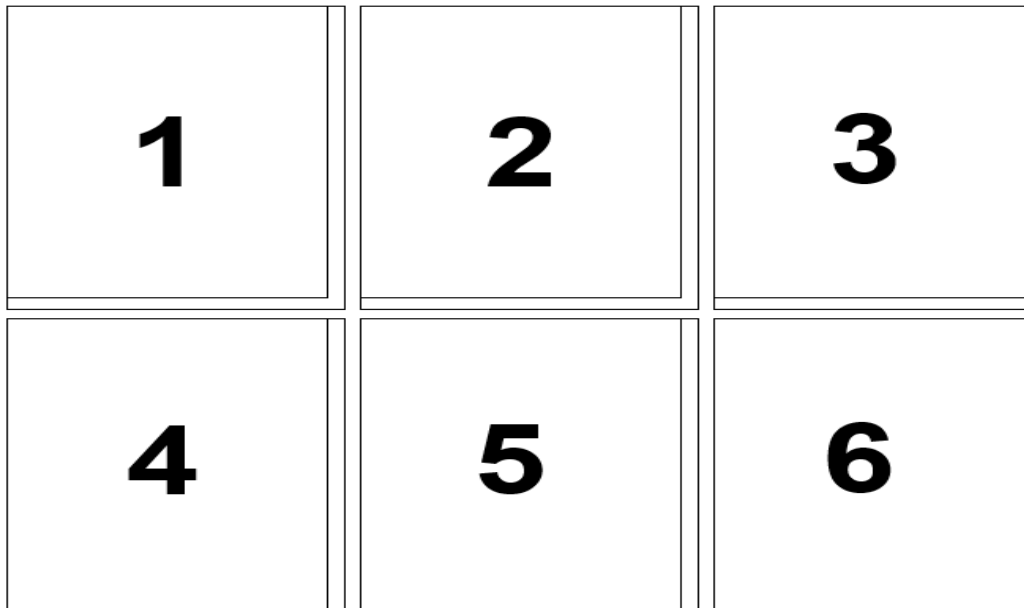
Sheets are cut into the format which is used to post them from top left to top right corner in the order displayed in the picture.



Dimensions: 400 x 300 cm (BILLBOARD)

The poster consists of 6 identical sheets with the dimensions of 133.3 x 150 cm for each sheet.

Sheets are cut into the format which is used to post them from top left to top right corner in the order displayed in the picture.



Overlay

The overlay must have the same characteristics as the poster it will be placed on. Details of the campaign and the desired position of the overlay on the poster must be listed on the overlay or its packaging.

2. POSTER DELIVERY

Every poster delivery should contain:

- a photocopy of the proof sheet which proves that the layout was accepted
- a delivery note which should contain information about the delivery date and the

campaign

Poster sheets should be delivered stacked on top of each other.

3. PHYSICAL CHARACTERISTICS OF THE POSTERS

Billboard poster paper:

- **blue back paper**

Weight: 115 g/m² (±5%) (ISO 536)

Thickness: 150 µm (±10%) (ISO 534)

Opacity (Op) measured at all points of the dry poster:

- 99% (±1%) (ISO 2471)

Opacity (Op) measured at all points of the wet poster (after soaking):

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OIB (VAT number): 31759630177

- 98% ($\pm 2\%$) (ISO 2471)

Water absorption: 25 g/m² ($\pm 5\%$) (ISO 535, Cobb 60" BS)

Wet tensile strength (md, machine direction): >0.8 kN/m (ISO 3781)

Wet tensile strength (cd, cross-machine direction): >0.7 kN/m (ISO 3781)