



POSTER: providing digital files

Acrobat PDF

Preferably provide a PDF. This has several advantages:

- PDF files are much smaller.
- Individually providing images and fonts is unnecessary.
- The problem with re-linking all elements is no longer necessary.
- PDF files are platform independent.

When providing a PDF file, the following needs to be taken into account:

- Correction in a PDF is NOT possible. Corrections must be made in the source file.
- Please always add a low resolution PDF for verification. Make sure that you mention that it is a low resolution PDF (e.g. 205124_LR) in the name of the PDF file.
- PDFs must always be provided with bleed, without registration and without trim marks.

Open files

CS5 (InDesign, Photoshop and Illustrator) and QuarkXPress 7 files can be processed.

Please note:

- PrintandDisplay must create a HR/PDF here and will charge an extra cost.
- Files can be extremely large (often gigabytes), so production time takes a lot longer.
- All images and fonts must be provided;
- Linking all elements can cause problems.

General info

Images: the resolution depends on which poster needs to be printed.
See the following pages for the resolution per type of poster.

Colour: **CMYK:**

All images must be in CMYK mode.

The total ink setting rate may not exceed 300%.

Black should be built up as follows: C 30% - M 30% - Y 30% - K 100%.

Colour profile "Iso Coated V2" can be downloaded via www.eci.org.

RGB:

Do not use RGB images in the layout. RGB images should be converted by the customer (not by Print and Display).

PMS:

Only use PMS colours if they also need to be printed.

In the conversion from PMS to CMYK Print and Display is not responsible for any deviations in colour.

Format: all files must be provided on:

1/1 or 1/2 of the final format (posters in one part)

1/5 of the final format (posters in several parts: 4M2)

1/10 of the final format (posters in several parts: 8M2-16M2-20M2-36M2-38M2)

See offer for provision file format.

Always provide a bleed of at least 5 mm.



- Fonts: Fonts should preferably be vectorised.
If this is not possible, always use Open-type, Type 1 or TrueType fonts.
- File name: Please always also send these fonts to Print and Display.
please mention our reference which can be found on the order confirmation, followed by description. E.g. 205124Topkaart + extension (.pdf - .indd - .qxd). Please only use letters, numbers and _ (underscore) in the file name.
- Delivery: via FTP, mail, CD, DVD or USB stick.
- Colour test: always provide a colour test according to the specifications ISO 12647-7 (proofing) with colour strip (FOGRA Medienkeil).

Formats Posters Belgium

| | Factor | Poster format (mm) | Visible format (mm) | Bleed (mm) | Resolution (dpi) | Raster (lpi) |
|-----------------------------|----------|--------------------|---------------------|------------|------------------|--------------|
| ABRIBUS | 1/1 | 1185x1750 | 1160x1710 | 10 | 75 | 50 |
| | 1/2 | 592.2x875 | 580x855 | 5 | 150 | - |
| | 1/5 | 237x350 | 232x342 | 3 | 300 | - |
| A0 | 1/1 | 840x1188 | - | 10 | 200 | 133 |
| | 1/2 | 420x594 | - | 5 | 400 | - |
| City/Adshell (ClearChannel) | 1/1 | 1200x600 | 1120x1520 | 10 | 75 | 50 |
| | 1/2 | 600x800 | 560x760 | 5 | 150 | - |
| | 1/5 | 240x320 | 224x304 | 3 | 300 | - |
| 2m ² | 1/1 | 1200x1600 | - | 10 | 75 | 50 |
| | 1/2 | 600x800 | - | 5 | 150 | - |
| | 1/5 | 240x320 | - | 3 | 300 | - |
| MULTI-PART POSTERS | | | | | | |
| 4m ² | | | | | | |
| | 1/5 | 464x312 | - | - | 300 | 50 |
| 8m ² | | | | | | |
| | 1/10 | 313x230 | 294x211 | 2 | 300 | 15 |
| 16m ² | | | | | | |
| | 1/10 | 607x212 | - | 3 | 300 | 15 |
| 20m ² | | | | | | |
| | 1/10 | 452x309 | - | - | 300 | 15 |
| | 1/941.67 | 480x328 | - | - | 300 | - |
| 36m ² (MOF) | | | | | | |
| | 1/10 | 1131x294 | - | 4 | 300 | 12 |
| | 1/1190.5 | 950x246 | - | 4 | 300 | - |
| 38m ² (Prestige) | | | | | | |
| | 1/10 | 1182x315 | - | 4 | 300 | 12 |

Other one-piece posters should be supplied on ½ of the final format, taking into account the apparent size and a minimum bleed of 5mm in this connection.

Formats Posters The Netherlands

| | Factor | Poster format (mm) | Visible format (mm) | Bleed (mm) | Resolution (dpi) | Raster (lpi) |
|--------------------------------|--------|--------------------|---------------------|------------|------------------|--------------|
| ABRIBUS | 1/1 | 1185x1750 | 1160x1710 | 10 | 75 | 50 |
| | 1/2 | 592.2x875 | 580x855 | 5 | 150 | - |
| | 1/5 | 237x350 | 232x342 | 3 | 300 | - |
| A0 | 1/1 | 830x1180 | - | 10 | 200 | 133 |
| | 1/2 | 415x590 | - | 5 | 400 | - |
| Centercom | 1/1 | 1000x1430 | 970x1400 | 10 | 75 | 50 |
| | 1/2 | 500x715 | 485x700 | 5 | 150 | - |
| | 1/5 | 200x286 | 194x280 | 3 | 300 | - |
| MULTI-PART POSTERS | | | | | | |
| Morris columns | 1/1 | 1200x3500 | 1150x3460 | 10 | 75 | 30 |
| | 1/2 | 600x1750 | 575x1730 | 5 | 150 | - |
| | 1/5 | 240x700 | 230x692 | 3 | 300 | - |
| Morris columns | 1/1 | 1200x3250 | 1150x3210 | 10 | 75 | 30 |
| | 1/2 | 600x1625 | 575x1605 | 5 | 150 | - |
| | 1/5 | 240x650 | 230x642 | 3 | 300 | - |
| Billboards | | | | | | |
| CBS | 1/10 | 332x236 | 325x229 | 2 | 300 | 15 |
| Hillenaar | 1/10 | 332x236 | - | 2 | 300 | - |
| JCDecaux | 1/10 | 332x236 | - | 2 | 300 | - |
| Glass display case/shop window | | | | | | |
| CBS | 1/10 | 332x236 | 312x211 | 2 | 300 | 15 |
| Hillenaar | 1/10 | 332x236 | 322x226 | 2 | 300 | - |
| JCDecaux | 1/10 | 332x236 | 322x221 | 2 | 300 | - |

Other one-piece posters should be supplied on ½ of the final format, taking into account the apparent size and a minimum bleed of 5mm in this connection.

Formats Posters France

| | Factor | Poster format (mm) | Visible format (mm) | Bleed (mm) | Resolution (dpi) | Raster (lpi) |
|---------------------------|--------|--------------------|---------------------|------------|------------------|--------------|
| ABRIBUS | 1/1 | 1185x1750 | 1160x1710 | 10 | 75 | 50 |
| | 1/2 | 592.2x875 | 580x855 | 5 | 150 | - |
| | 1/5 | 237x350 | 232x342 | 3 | 300 | - |
| 2m ² | 1/1 | 1200x1600 | - | 10 | 75 | 50 |
| | 1/2 | 600x800 | - | 5 | 150 | - |
| | 1/5 | 240x320 | - | 3 | 300 | - |
| MULTI-PART POSTERS | | | | | | |
| Morris columns | 1/1 | 1185x3500 | - | 10 | 75 | 50 |
| | 1/2 | 592.5x1750 | - | 5 | 300 | - |
| 4m ² | 1/1 | 2400x1600 | - | 10 | 75 | 30 |
| | 1/2 | 1200x800 | - | 5 | 150 | - |
| | 1/5 | 480x320 | - | 3 | 300 | - |
| Pisa | 1/1 | 3200x2400 | - | 10 | 75 | 50 |
| | 1/10 | 320x240 | - | 5 | 600 | - |
| Pisa Seniors | 1/1 | 3200x2400 | - | 10 | 30 | 15 |
| | 1/10 | 320x240 | - | 5 | 300 | - |
| More o'Ferral | | | | | | |
| | 1/10 | 553x217 | - | 5 | 300 | 15 |

Formats Posters Germany

| | Factor | Poster format (mm) | Visible format (mm) | Bleed (mm) | Resolution (dpi) | Raster (lpi) |
|---------------------------|--------|--------------------|---------------------|------------|------------------|--------------|
| Citylight Poster | 1/1 | 1185x1750 | 1160x1710 | 10 | 75 | 50 |
| | 1/2 | 592.2x875 | 580x855 | 5 | 150 | - |
| | 1/5 | 237x350 | 232x342 | 3 | 300 | - |
| A0 | 1/1 | 840x1190 | - | 10 | 200 | 133 |
| | 1/2 | 420x595 | - | 5 | 400 | - |
| MULTI-PART POSTERS | | | | | | |
| 4/1 | 1/1 | 1190x1680 | - | 10 | 75 | 50 |
| | 1/2 | 595x840 | - | 5 | 150 | - |
| | 1/5 | 238x336 | - | 3 | 300 | - |
| 6/1 | 1/1 | 1190x2520 | - | 10 | 75 | 50 |
| | 1/5 | 238x504 | - | 3 | 300 | - |
| 8/1 | 1/1 | 1680x2380 | - | 10 | 75 | 50 |
| | 1/5 | 336x476 | - | 5 | 300 | - |
| 18/1 | 1/1 | 3560x2520 | - | 10 | 30 | 15 |
| | 1/10 | 356x252 | - | 5 | 300 | - |



Formats Posters UK

| | Factor | Poster format (mm) | Visible format (mm) | Bleed (mm) | Resolution (dpi) | Raster (lpi) |
|---------|---------------|---------------------------|----------------------------|-------------------|-------------------------|---------------------|
| 6 Sheet | 1/1 | 1200x1800 | 1160x1760 | 10 | 75 | 50 |
| | 1/2 | 600x900 | 580x880 | 5 | 150 | - |
| | 1/5 | 240x360 | 232x352 | 3 | 300 | |