

**Classic and digital posters
production specifications**

Digital poster

Product Specifications

Our services

- Specialist support for planning and realization
- Easy creation of content on request
- Change of design included

Technical data	Street		POS
Spot length*	10 s	15 s	10 s
Dynamic content	X		X
Static content	X	X	X
Technical data			
Resolution	1080 x 1920 pixels	1080 x 1920 pixels	1080 x 1920 pixels
File size	Max. 25MB	Max. 25MB	Max. 25MB
Aspect ratio	Portrait (9:16)	Portrait (9:16)	Portrait (9:16)
Transmission formats: images			
Point density	72 or 96 dpi	72 or 96 dpi	72 or 96 dpi
Colour mode	RGB	RGB	RGB
Format	JPEG, PNG, GIF	JPEG, PNG	JPEG, PNG, GIF
Transmission formats: video			
Frame rate	25/30 fps		25/30 fps
Bit rate	8 - 10 Mbit/sec		8 - 10 Mbit/sec
Colour mode	RGB		RGB
Video encoding	H.264		H.264
Formats	mp4		mp4

Design specifications for videos:

Mild to moderate animation effects

Basel: still images with mild animation effects may be used (e.g. slow gradual zoom, elements subtly faded in or out, etc.)

*Dissolved one-second cross-fade at beginning and end of commercial

Subject matter:

Approval is authorized by the relevant municipal offices, which reserve the right to refuse subject matter.

Restrictions:

- Restriction on advertising alcohol, tobacco, politics and religion (in public spaces)
- Advertising must not be sexist, discriminate on the basis of gender or offend religious or moral principles

Delivery date:

Data for transmission must be delivered to Clear Channel Switzerland AG ten working days prior to transmission (for clearance of video subject matter by the City) or one working day beforehand (clearance not required). If the content cannot be transmitted, delivery may be delayed.

Supply data to:

digitalupload.clearchannel.ch or digital@clearchannel.ch

Digital poster

Product Specifications

Particularities of still image format for programmatic campaign

It might not be possible for the respective DSP to play back still images. In this case, please use either software or the online converter specified below to convert the still image to .mp4 format. Please check with your DSP whether still images in .psd / .jpg / .bmp / .tif / .pdf / .png / .eps formats can be played back or must always be converted to .mp4.

Transmission of images in .mp4 format

(conversion only necessary if still images CANNOT be played back)

Frame rate:	1 fps
Bit rate:	8–10 Mbit/sec
Colour mode:	RGB
Video encoding:	H.264
Format:	mp4

Online-Converter

<https://video.online-convert.com/de/umwandeln/jpg-zu-mp4>

Classic posters

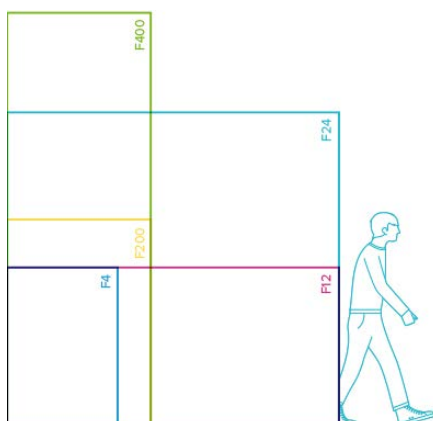
Product Specifications

Poster formats		Data format	Print format
F4	1 part	24,5 cm × 35 cm	89,5 cm × 128 cm
F12 (NP)	3 parts	47 cm × 22,4 cm	268,5 cm × 128 cm
F12 (LP/LR)	1 part	47 cm × 22,4 cm	268,5 cm × 128 cm
F200 (NP)	1 part	24,5 cm × 35 cm	116,5 cm × 170 cm
F200 (LP/LR)	1 part	24,5 cm × 35 cm	119 cm × 170 cm
F24	6 parts	47 cm × 44,8 cm	268,5 cm × 256 cm
F400 (BL)	1 part	24,3 cm × 70 cm	118 cm × 340 cm

NP = Standard poster / LP = Illuminated posters / LR = Illuminated posters & backside / BL = Backlith foil

print data

Document/Layout	High-End-PDF/X, InDesign, QuarkXPress
Illustrations and images	Illustrator, Photoshop
Color mode	CMYK (ICC-Profil: ISOcoated-V2_300)
Special colours	define uniformly and designate correctly
Image resolution	305-355 dpi (line drawing 1200 dpi)
Tonal Value	From 1 to 99%
Overfilling	0.25 pt, overprint black, knockout white
Trimming	Print format: min. 1mm, Data format: min. 3 mm
Fonts	Attached to the file, embedded in the PDF vectorize True-Type fonts
Assistance for creating PDFX files	www.pdfx-ready.ch
Good for printing	Printing according to PDF, Clear Channel Schweiz AG is not liable for errors contained in the PDF file.



Essential elements should be placed at least 6 cm – in the case of F12 – and 4 cm in the case of F4, F400 and F200 formats

Papers and ink

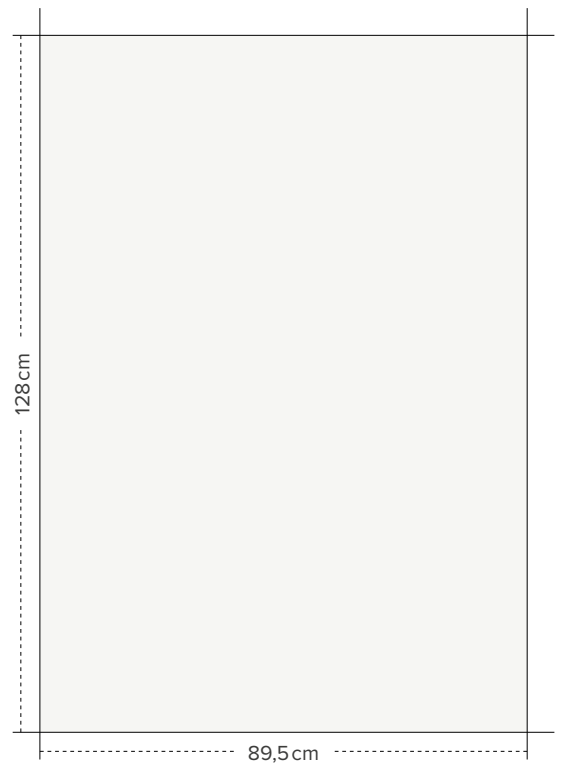
	Paper	Ink
Standard posters	Narrow-band trim, pattern printed on the back (or blue back) Super white, wood-free, fully glued, 110 - 120 g/m2	Water-resistant The use of luminous, fluorescent and gold, silver or other metallic inks is prohibited.
Illuminated posters	Specify illuminated billboard paper, 3 color print (without black) on the backside. 135 – 150 gsm.	
Scroller	Backlit films can be used	
Rotating backlit pillars	Backlit film. The visible area has a matt laminate, 180–200 gsm.	Water-resistant The use of luminous, fluorescent and gold, silver or other metallic inks is prohibited.

Quantities and delivery

Quantity	F400 F200, F4, F12, F24	10% quantity surcharge 20% quantity surcharge
Delivery address		Clear Channel Schweiz AG Filiale Geroldswil, Chrummacherstrasse 2 8954 Geroldswil +41 58 455 52 00
Print data	If Clear Channel organizes production	print@clearchannel.ch
Date of delivery	All formats	14 days prior posting
Indications on the delivery note	All formats F24 / F12: sequence of posters numbering (1,2,3)	- Client/Agency - Subject - Language - Format - Posting period - Campaign number For digitally printed posters with additional designation «Digital printing»
Packaging and labelling	F4, F12, F200 F400	Up to 50 pieces rolled otherwise plano rolled

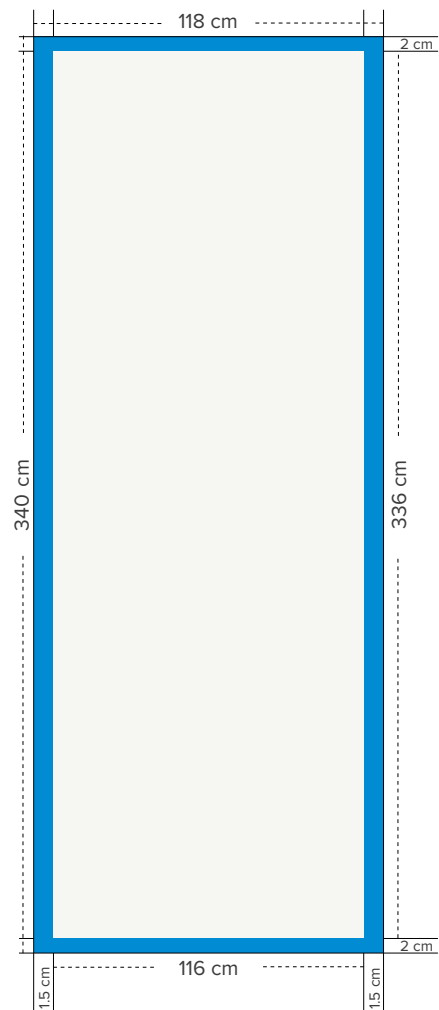
F4 (NP)

Data Format: 24,5 × 35 cm
 Print Format: 89,5 × 128 cm



F400 (BL)

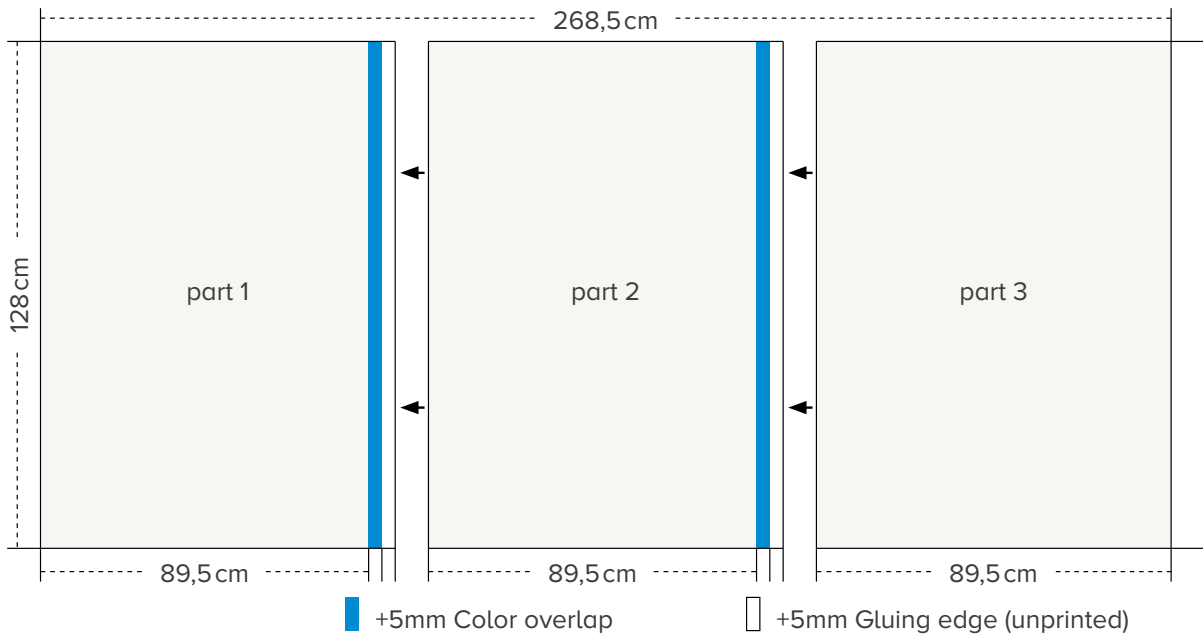
Data Format: 24,3 cm × 70 cm
 Print Format: 118 × 340 cm
 (Visible size: 116 × 336 cm)



 Visible size  Frame

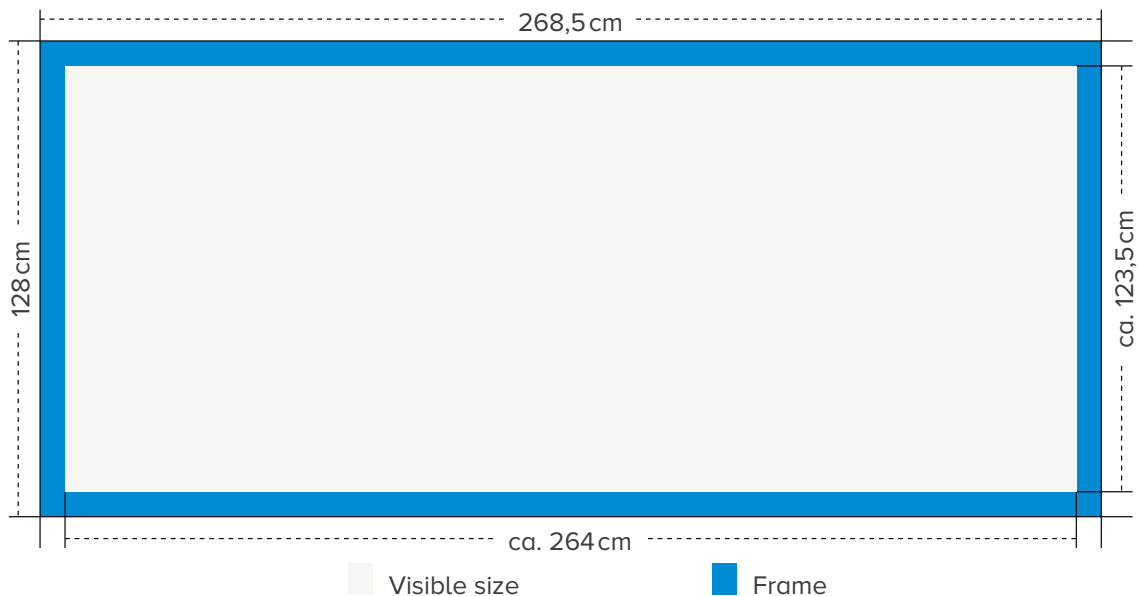
F12 (NP)

Data Format: 47 × 22,4 cm
 Print Format: 268,5 × 128 cm



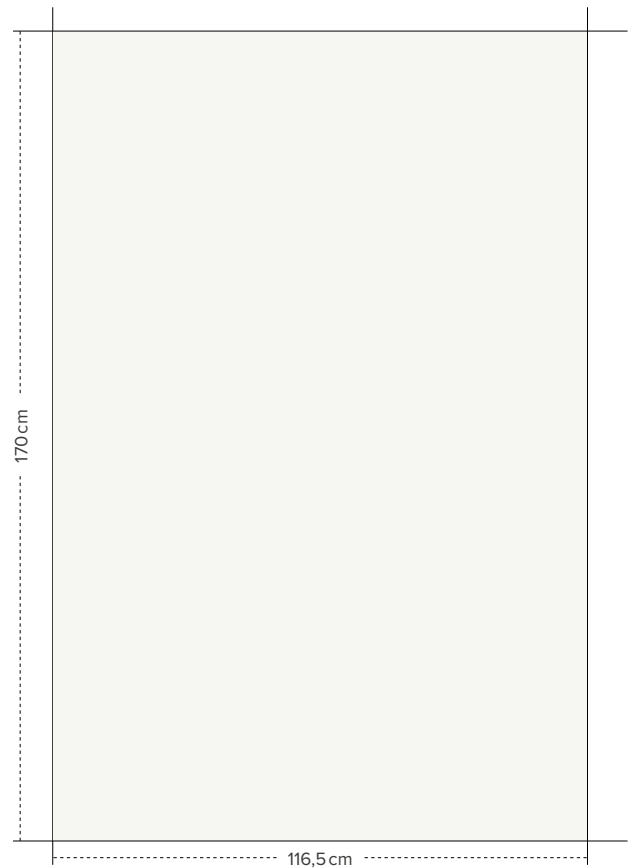
F12 (LP/LR)

Data Format: 47 × 22,4 cm (Visible size: 46,2 × 21,6 cm)
 Print Format: 268,5 × 128 cm (Visible size: ca. 264 × 123,5 cm)



F200 (NP)

Data Format: 24,5 × 35 cm
Print Format: 116,5 × 170 cm

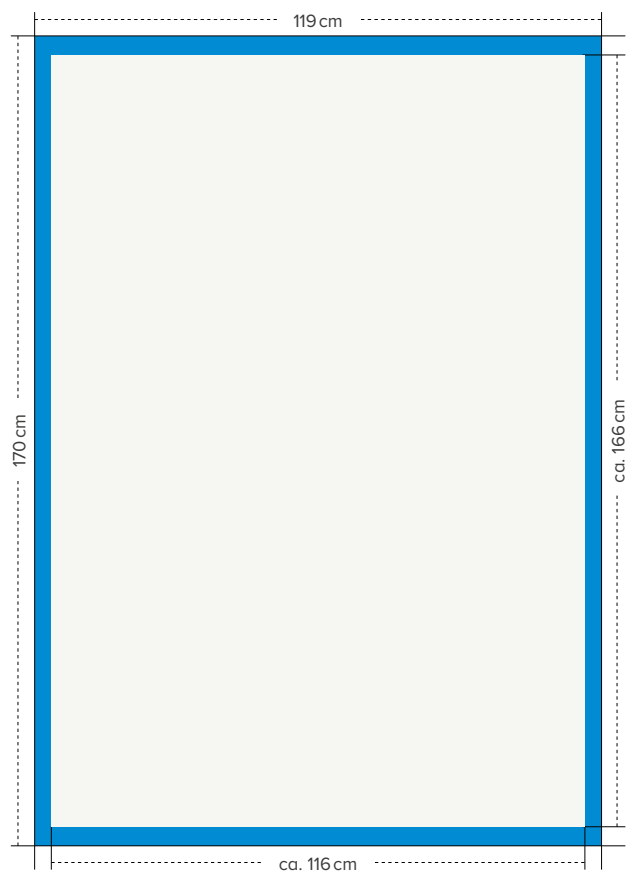


F200 (LP/LR)

Data Format: 24,5 × 35 cm
(Visible size: 23,9 × 34,2 cm)
Print Format: 119 × 170 cm
(Visible size: ca. 116 × 166 cm)

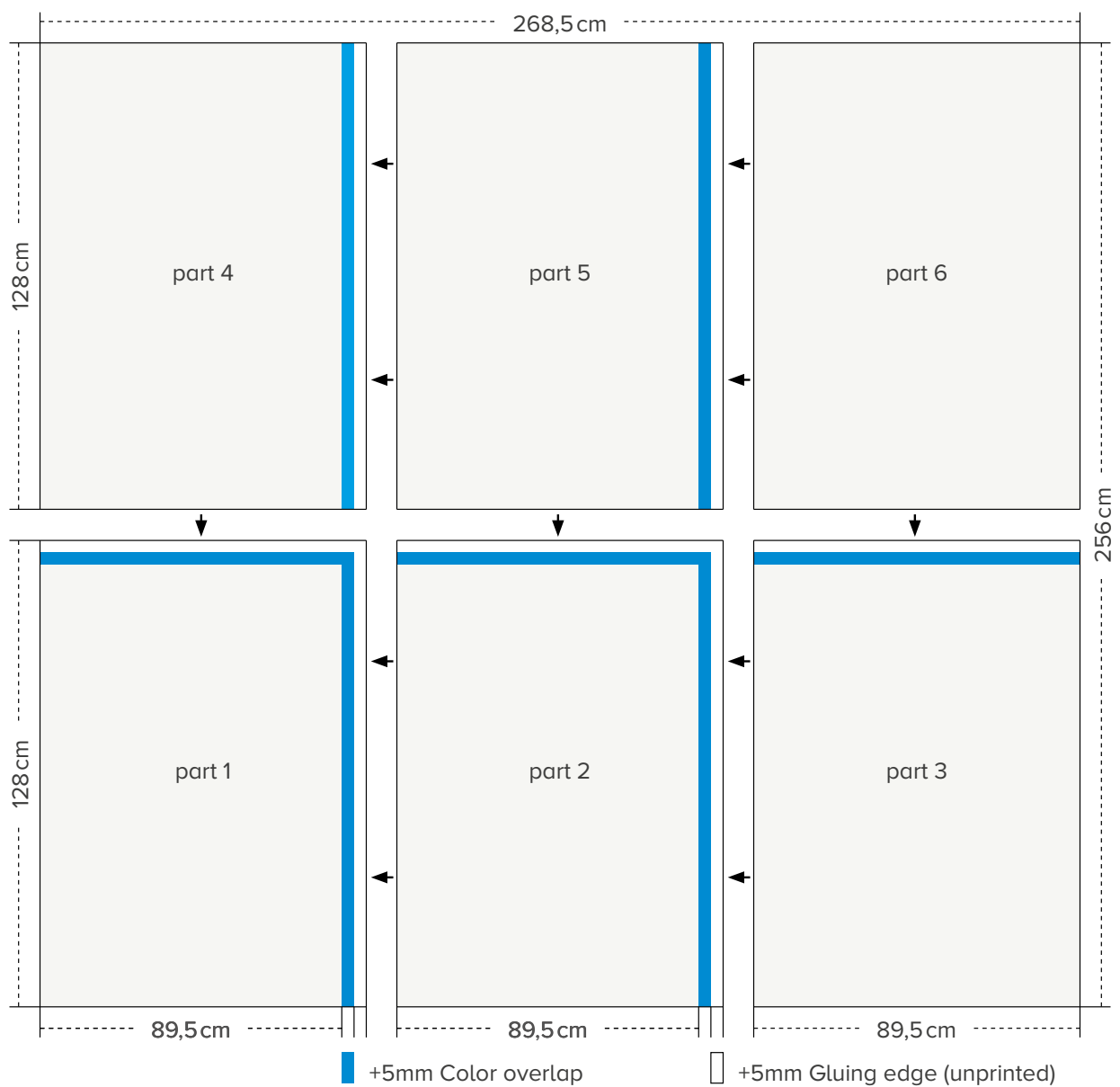
 Visible size

 Frame



F24 (NP)

Data Format: 47 × 44,8 cm
Print Format: 268,5 × 256 cm



Posting dates 2022

Week	Start	End	Delivery	Week	Start	End	Delivery
January				July			
1	03.01.2022	09.01.2022	20.12.2021	27	04.07.2022	10.07.2022	20.06.2022
2	10.01.2022	16.01.2022	27.12.2021	28	11.07.2022	17.07.2022	27.06.2022
3	17.01.2022	23.01.2022	03.01.2022	29	18.07.2022	24.07.2022	04.07.2022
4	24.01.2022	30.01.2022	10.01.2022	30	25.07.2022	31.07.2022	11.07.2022
February				August			
5	31.01.2022	06.02.2022	17.01.2022	31	01.08.2022	07.08.2022	18.07.2022
6	07.02.2022	13.02.2022	24.01.2022	32	08.08.2022	14.08.2022	25.07.2022
7	14.02.2022	20.02.2022	31.01.2022	33	15.08.2022	21.08.2022	02.08.2022
8	21.02.2022	27.02.2022	07.02.2022	34	22.08.2022	28.08.2022	08.08.2022
March				September			
9	28.02.2022	06.03.2022	14.02.2022	35	29.08.2022	04.09.2022	15.08.2022
10	07.03.2022	13.03.2022	21.02.2022	36	05.09.2022	11.09.2022	22.08.2022
11	14.03.2022	20.03.2022	28.02.2022	37	12.09.2022	18.09.2022	29.08.2022
12	21.03.2022	27.03.2022	07.03.2022	38	19.09.2022	25.09.2022	05.09.2022
April				October			
13	28.03.2022	03.04.2022	14.03.2022	39	26.09.2022	02.10.2022	12.09.2022
14	04.04.2022	10.04.2022	21.03.2022	40	03.10.2022	09.10.2022	19.09.2022
15	11.04.2022	17.04.2022	28.03.2022	41	10.10.2022	16.10.2022	26.09.2022
16	18.04.2022	24.04.2022	04.04.2022	42	17.10.2022	23.10.2022	03.10.2022
17	25.04.2022	01.05.2022	11.04.2022	43	24.10.2022	30.10.2022	10.10.2022
May				November			
18	02.05.2022	08.05.2022	19.04.2022	44	31.10.2022	06.11.2022	17.10.2022
19	09.05.2022	15.05.2022	25.04.2022	45	07.11.2022	13.11.2022	24.10.2022
20	16.05.2022	22.05.2022	02.05.2022	46	14.11.2022	20.11.2022	31.10.2022
21	23.05.2022	29.05.2022	09.05.2022	47	21.11.2022	27.11.2022	07.11.2022
June				December			
22	30.05.2022	05.06.2022	16.05.2022	48	28.11.2022	04.12.2022	14.11.2022
23	06.06.2022	12.06.2022	23.05.2022	49	05.12.2022	11.12.2022	21.11.2022
24	13.06.2022	19.06.2022	30.05.2022	50	12.12.2022	18.12.2022	28.11.2022
25	20.06.2022	26.06.2022	07.06.2022	51	19.12.2022	25.12.2022	05.12.2022
26	27.06.2022	03.07.2022	13.06.2022	52	26.12.2022	01.01.2023	12.12.2022

Format 12

	12 m ² print requirements
Resolution	<ul style="list-style-type: none"> - Apply a scale of 1:1 to the data (poster size 4,420 mm x 2,715 mm). - The resolution of the data scaled to 1:1 should be 50 dpi to 120 dpi. - As a rule, the smaller the image, the higher the resolution.
Colour profile	<ul style="list-style-type: none"> - Digital prints are printed using the CMYK colour model; take this into account when creating the document. - We do not guarantee colour printing for documents in RGB. - If you use special ICC profiles, include them in the file. - No RGB, LAB, greyscale, duplex, multichannel or indexed colours.
Gradients and transparencies	<ul style="list-style-type: none"> - Linear gradients, radial gradients and transparencies are often problematic for RIP in large-format printing. - In this case, the file should be scaled 1:1. - Optionally, you can convert transparencies and gradients into an image and then embed them in the document.
Data format	<ul style="list-style-type: none"> - We achieve the best results with a printable PDF (PDF/X3 :2003). - To be on the safe side, provide your fonts or convert all texts to paths in case the file needs to be reworked. - Please provide linked files or include them directly in the document. - Vector files can be scaled to 1:10 or smaller. - If images are embedded, be mindful of the resolution (min. 300 dpi at 1:10).
12 m² print requirements	<ul style="list-style-type: none"> - Files in .pdf, .psd, .eps and .ai format can be processed. - No open data such as Word, Corel Draw or InDesign files. - No dimensions. - No eyelet holes. - No hollow seams. - We work with the programs Adobe Illustrator, InDesign and Photoshop CC. - If you send open data, please also send a PDF for each file that can be checked against it in order to avoid errors.
Bleed	<ul style="list-style-type: none"> - When creating the document, make sure to add two centimetres of bleed surrounding the area to be printed.
Data transfer	<ul style="list-style-type: none"> - If the file is larger than 10 MB, you can send it via WeTransfer info@format12.ch.

Megaposter

Product Specifications

Layout

Specify the data using the CMYK colour system. Black (black typography, space or logos) is also created in four colours: C 60%, M60%, Y50%, K100%. As additional information, you can give the corresponding Pantone values for the CMYK specifications.

Typography

Set the logo and text 50 to 100% larger than in conventional poster formats. When placing the image and text elements, ensure that they are at least 15 cm from the edge of the mega-poster. Eyelets for installation are set along the outer edge.

Restrictions

In some locations, restrictions apply to mega-posters due to road safety considerations.

Data guidelines

For short observation distance (10 m): layout scale 1:10, 850 dpi

For posters of 100 m² and above: layout scale 1:10, 350–400 dpi

For posters of 200 m², layout scale 1:10, 300–350 dpi

For posters of 400 m², layout scale 1:10, 250–300 dpi

Data formats	Possible formats are 1:10, 1:20, 1:30, 1:40 etc.
	Programs accepted: QuarkXPress, Illustrator, Photoshop, InDesign
	All integrated images must be provided
	Mapped fonts must be provided
	Do not use the QuarkXpress EPS file format
	Provide Photoshop images in TIFF, PSD or EPS format and include layers (no bitmap files)
	Please attach documents without bleed
	Do not provide fonts and logos in Photoshop
	If data is delivered in PDF format, please ensure that everything is camera-ready
	Convert fonts into mapping before creating the PDF
	Create black font in the CMYK system: C 60%, M 60%, Y 50%, K 100%

Content

Content is to be approved by the competent authorities. Please send us a PDF file in good time to facilitate the approval process.

Delivery the data

Ideally, data should be delivered four weeks (at least two weeks) before the campaign is due to be posted. Please provide a colour proof (printout) with the data.