



**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
<b>Technical data</b>			
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)
<b>Transmission formats: images</b>			
Point density	96 dpi	96 dpi	96 dpi
Colour mode	RGB	RGB	RGB
Format	JPEG, PNG, GIF	JPEG, PNG	JPEG, PNG, GIF
<b>Transmission formats: video</b>			
Frame rate	30 fps		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](https://digitalupload.clearchannel.ch) or [digital@clearchannel.ch](mailto:digital@clearchannel.ch)

## Classic posters

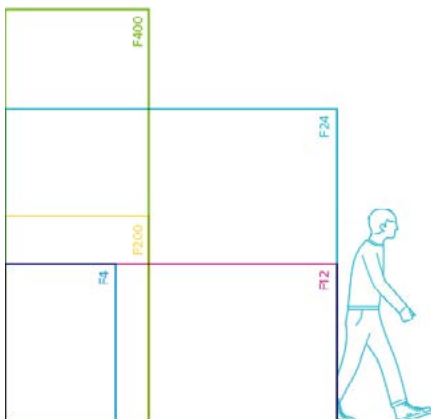
# Product Specifications

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	117,5 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 (LP/BL)	1 part	118 cm × 340 cm	118 cm × 340 cm

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

### 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	<a href="http://www.pdf-ready.ch">www.pdf-ready.ch</a>
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 F24 – and 4 cm – in the case of F4 and F200 formats**

## Papers and ink

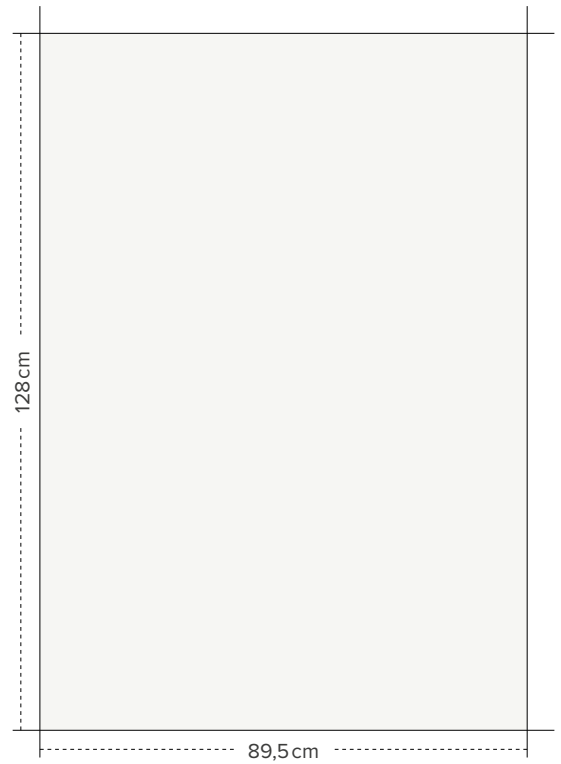
	Paper	Ink
Standard posters	Narrow-band trim, pattern printed on the back (or blue back) Super white, wood-free, fully glued, 110 - 120 g/m2	Water-resistant The use of luminous, fluorescent and gold, silver or other metallic inks is prohibited.
Illuminated posters	Specify illuminated billboard paper, 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/Agengy - Subject - Language - Format - Posting period  For digitally printed posters with additional designation «Digital printing»
Packaging and labelling	F4, F12, F200  F400	Up to 50 pieces rolled otherwise plano  rolled

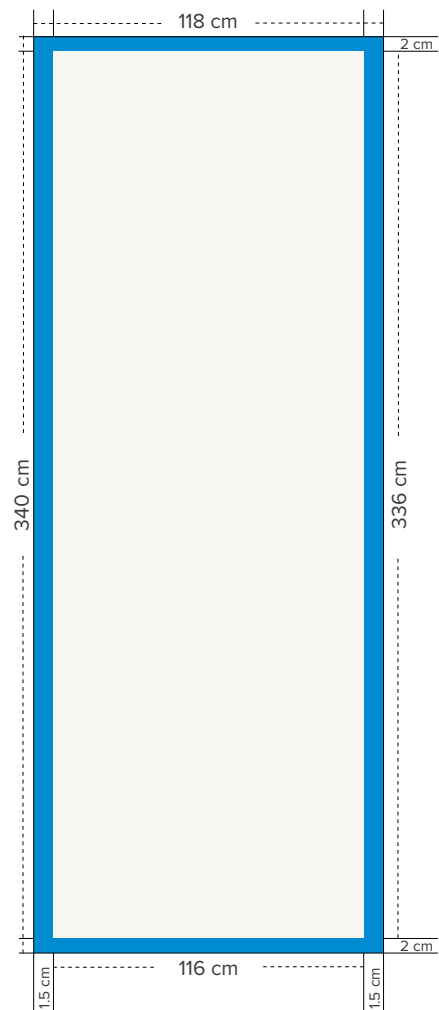
# F4 (NP)

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



# F400 (LP/BL)

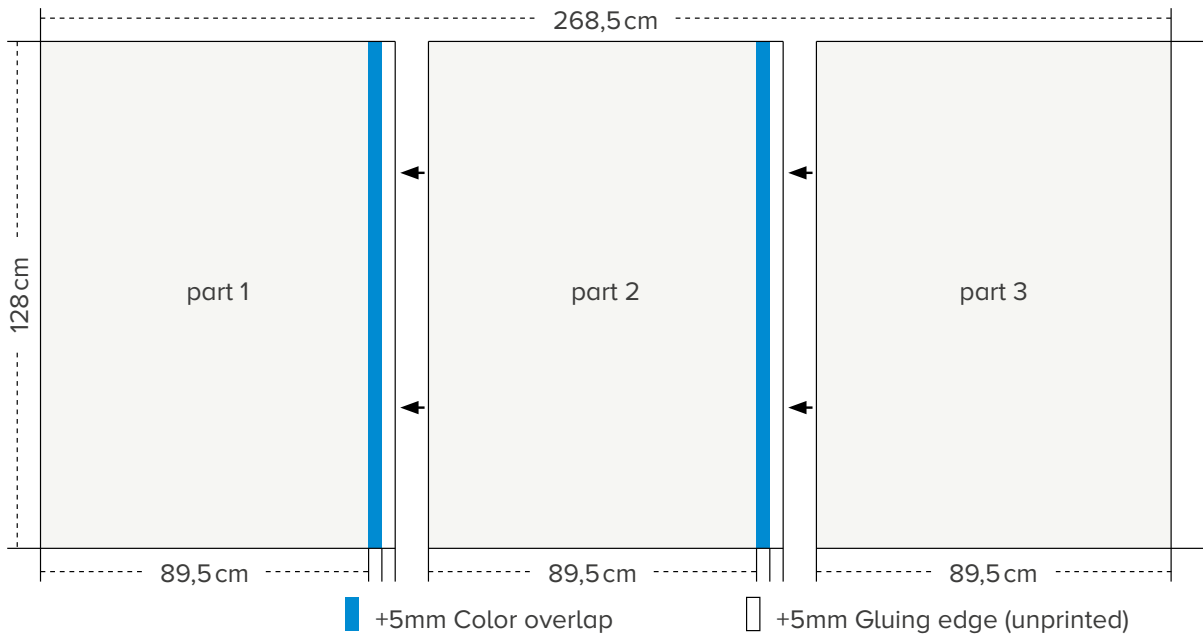
Data Format: 118 × 340 cm  
(Visible size: 116 × 336 cm)  
Print Format: 118 × 340 cm  
(Visible size: 116 × 336 cm)



Visible size Frame

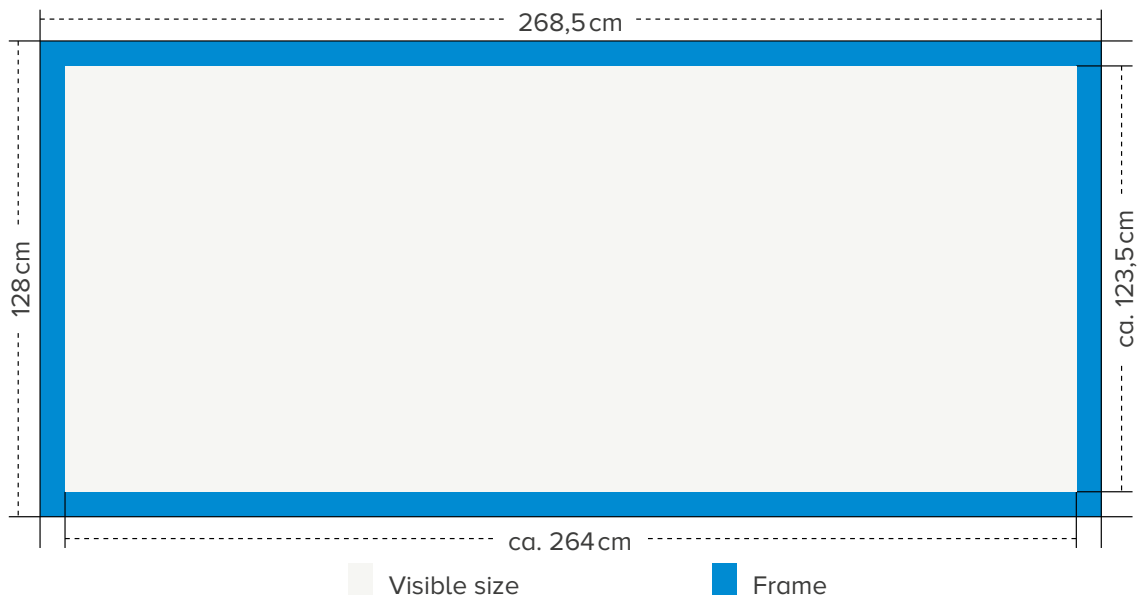
# F12 (NP)

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



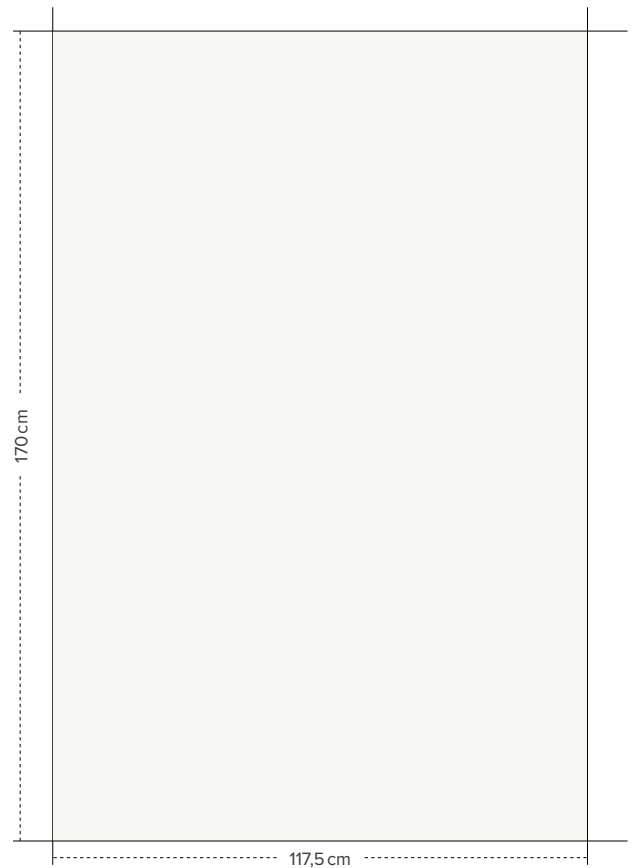
# F12 (LP/LR)

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)

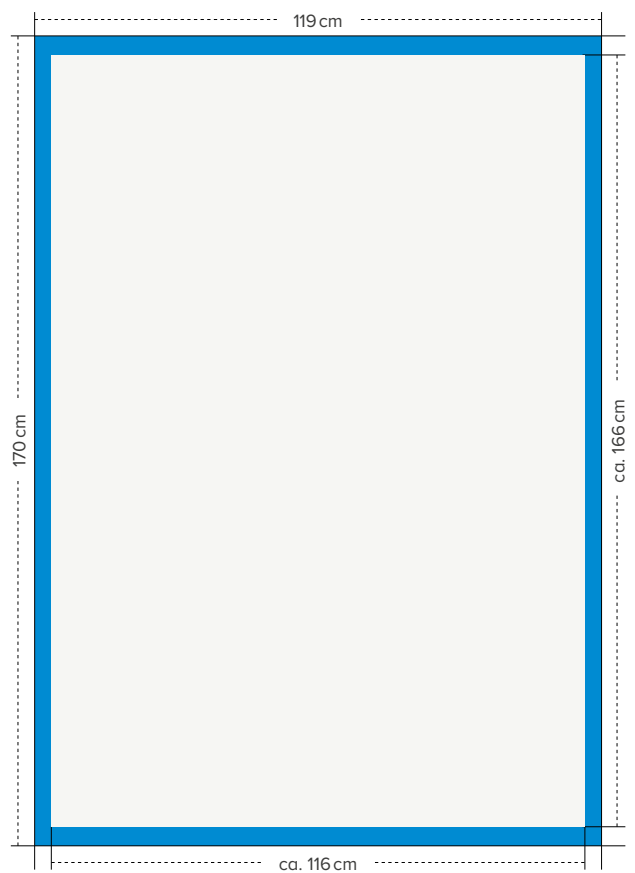
Data Format: 24,5 × 35 cm  
Print Format: 117,5 × 170 cm



# F200 (LP/LR)

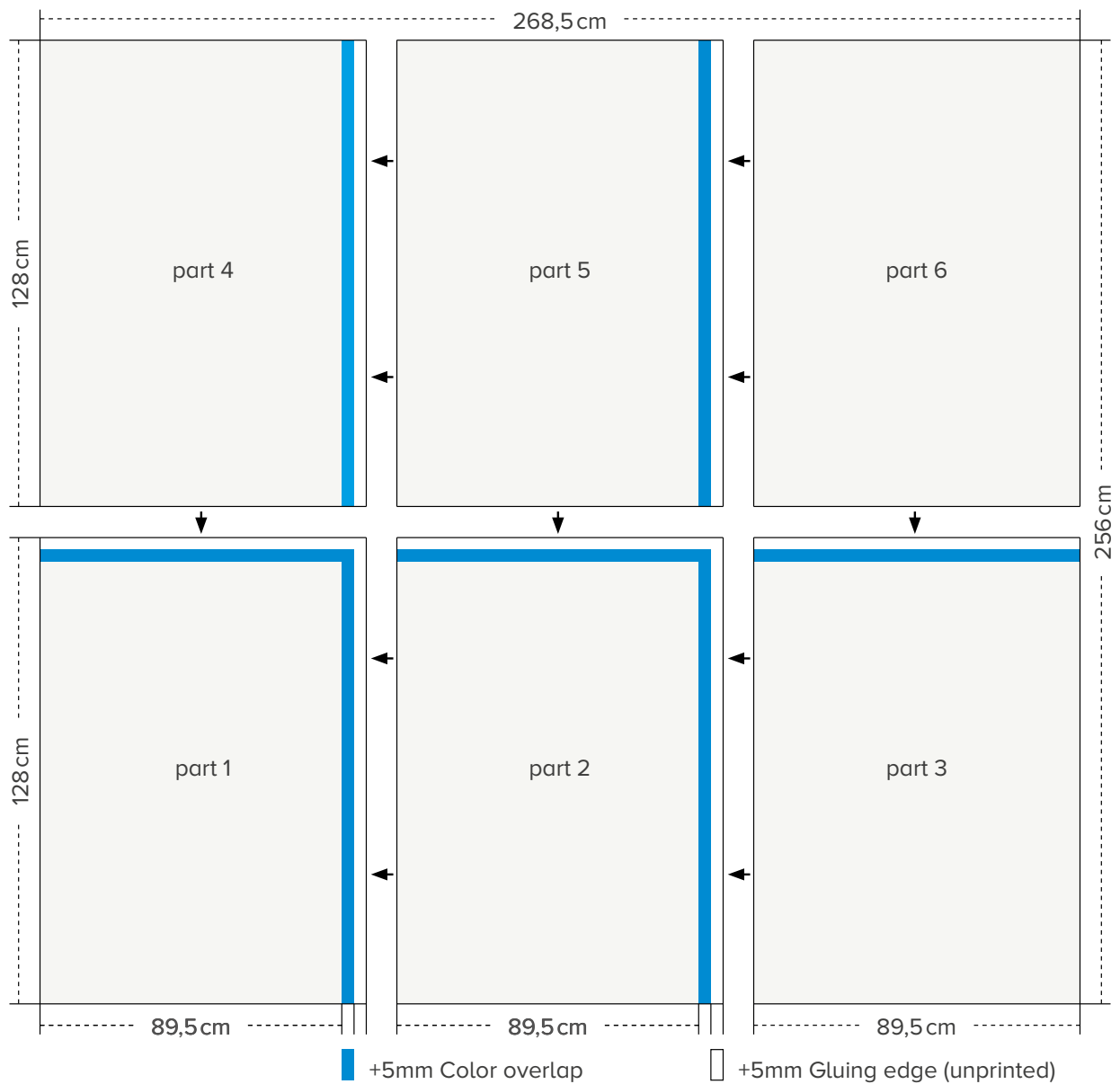
Data Format: 24,5 × 35 cm  
(Visible size: 23,9 × 34,2 cm)  
Print Format: 119 × 170 cm  
(Visible size: ca. 116 × 166 cm)

■ Visible size      ■ Frame



# F24 (NP)

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





## Posting dates 2019

Week	Start	End	Delivery
<b>January</b>			
1	31.12.2018	06.01.2019	17.12.2018
2	07.01.2019	13.01.2019	24.12.2018
3	14.01.2019	0.01.2019	31.12.2018
4	21.01.2019	27.01.2019	07.01.2019
5	28.01.2019	03.02.2019	14.01.2019

Week	Start	End	Delivery
<b>February</b>			
6	04.02.2019	10.02.2019	21.01.2019
7	11.02.2019	17.02.2019	28.01.2019
8	18.02.2019	24.02.2019	04.02.2019
9	25.02.2019	03.03.2019	11.02.2019

Week	Start	End	Delivery
<b>March</b>			
10	04.03.2019	10.03.2019	18.02.2019
11	11.03.2019	17.03.2019	25.02.2019
12	18.03.2019	24.03.2019	04.03.2019
13	25.03.2019	31.03.2019	11.03.2019

Week	Start	End	Delivery
<b>April</b>			
14	01.04.2019	07.04.2019	18.03.2019
15	08.04.2019	14.04.2019	25.03.2019
16	15.04.2019	21.04.2019	01.04.2019
17	22.04.2019	28.04.2019	08.04.2019
18	29.04.2019	05.05.2019	15.04.2019

Week	Start	End	Delivery
<b>May</b>			
19	06.05.2019	12.05.2019	23.04.2019
20	13.05.2019	19.05.2019	29.04.2019
21	20.05.2019	26.05.2019	06.05.2019
22	27.05.2019	02.06.2019	13.05.2019

Week	Start	End	Delivery
<b>June</b>			
23	03.06.2019	09.06.2019	20.05.2019
24	10.06.2019	16.06.2019	27.05.2019
25	17.06.2019	23.06.2019	03.06.2019
26	24.06.2019	30.06.2019	11.06.2019

Week	Start	End	Delivery
<b>July</b>			
27	01.07.2019	07.07.2019	17.06.2019
28	08.07.2019	14.07.2019	24.06.2019
29	15.07.2019	21.07.2019	01.07.2019
30	22.07.2019	28.07.2019	08.07.2019
31	29.07.2019	04.08.2019	15.07.2019

Week	Start	End	Delivery
<b>August</b>			
32	05.08.2019	11.08.2019	22.07.2019
33	12.08.2019	18.08.2019	29.07.2019
34	19.08.2019	25.08.2019	05.08.2019
35	26.08.2019	01.09.2019	12.08.2019

Week	Start	End	Delivery
<b>September</b>			
36	02.09.2019	08.09.2019	19.08.2019
37	09.09.2019	15.09.2019	26.08.2019
38	16.09.2019	22.09.2019	02.09.2019
39	23.09.2019	29.09.2019	09.09.2019

Week	Start	End	Delivery
<b>October</b>			
40	30.09.2019	06.10.2019	16.09.2019
41	07.10.2019	13.10.2019	23.09.2019
42	14.10.2019	20.10.2019	30.09.2019
43	21.10.2019	27.10.2019	07.10.2019
44	28.10.2019	03.11.2019	10.10.2019

Week	Start	End	Delivery
<b>November</b>			
45	04.11.2019	10.11.2019	21.10.2019
46	11.11.2019	17.11.2019	28.10.2019
47	18.11.2019	24.11.2019	04.11.2019
48	25.11.2019	01.12.2019	11.11.2019

Week	Start	End	Delivery
<b>December</b>			
49	02.12.2019	08.12.2019	18.11.2019
50	09.12.2019	15.12.2019	25.11.2019
51	16.12.2019	22.12.2019	02.12.2019
52	23.12.2019	29.12.2019	09.12.2019

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# 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 m<sup>2</sup> and above: layout scale 1:10, 350–400 dpi

For posters of 200 m<sup>2</sup>, layout scale 1:10, 300–350 dpi

For posters of 400 m<sup>2</sup>, 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.