



**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	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 or digital@clearchannel.ch

Classic posters

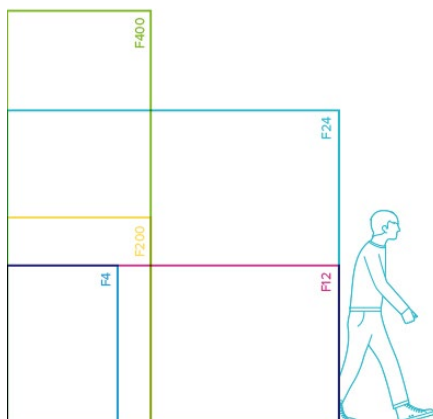
Product Specifications

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 (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	www.pdf-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 F24 – and 4 cm – in the case of F4 and F200 formats

Papers and ink

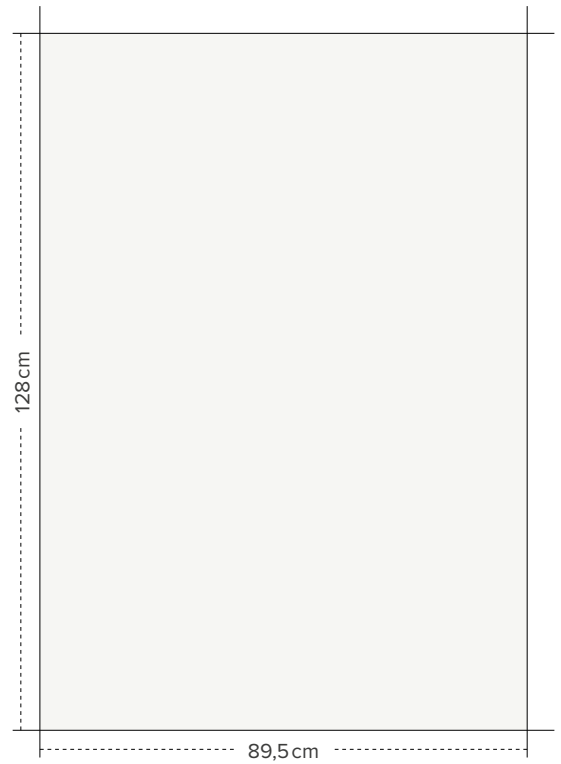
	Paper	Ink
Standard posters	Narrow-band trim, pattern printed on the back (or blue back) Super white, wood-free, fully glued, 110 - 120 g/m2	Water-resistant The use of luminous, fluorescent and gold, silver or other metallic inks is prohibited.
Illuminated posters	Specify illuminated billboard paper, 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

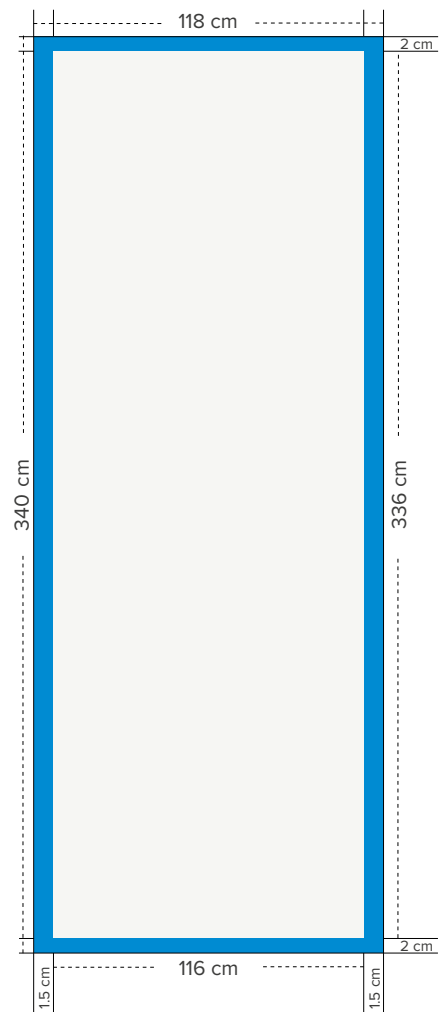
F4 (NP)

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



F400 (BL)

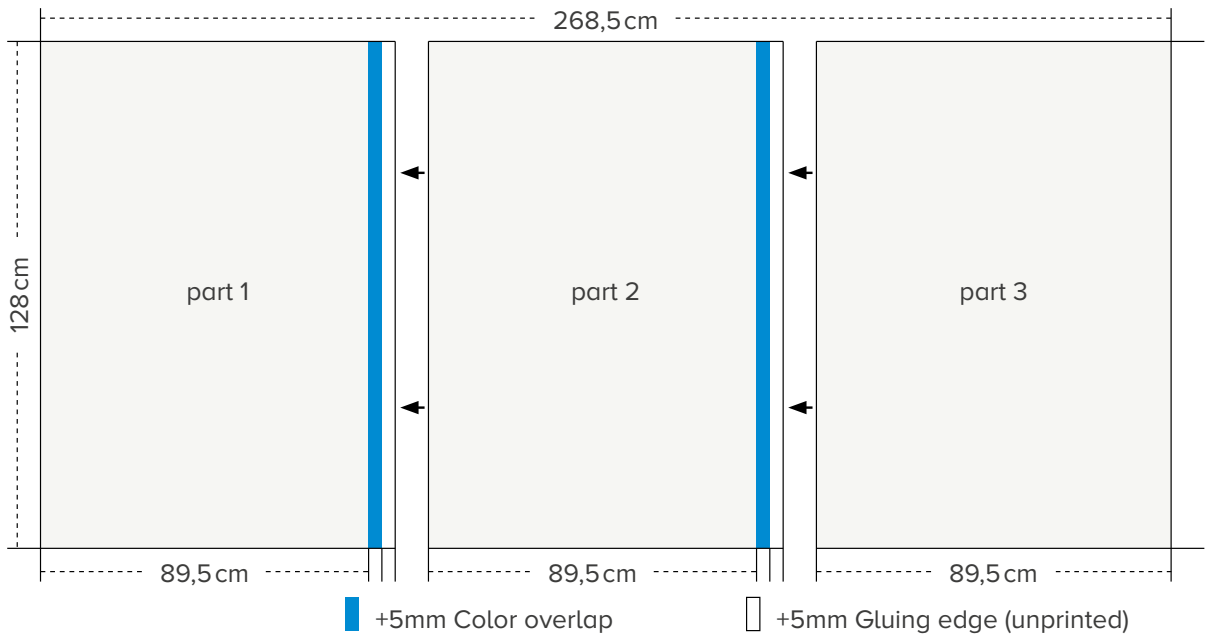
Data Format: 118 × 340 cm
(Visible size: 116 × 336 cm)
Print Format: 118 × 340 cm
(Visible size: 116 × 336 cm)



Visible size Frame

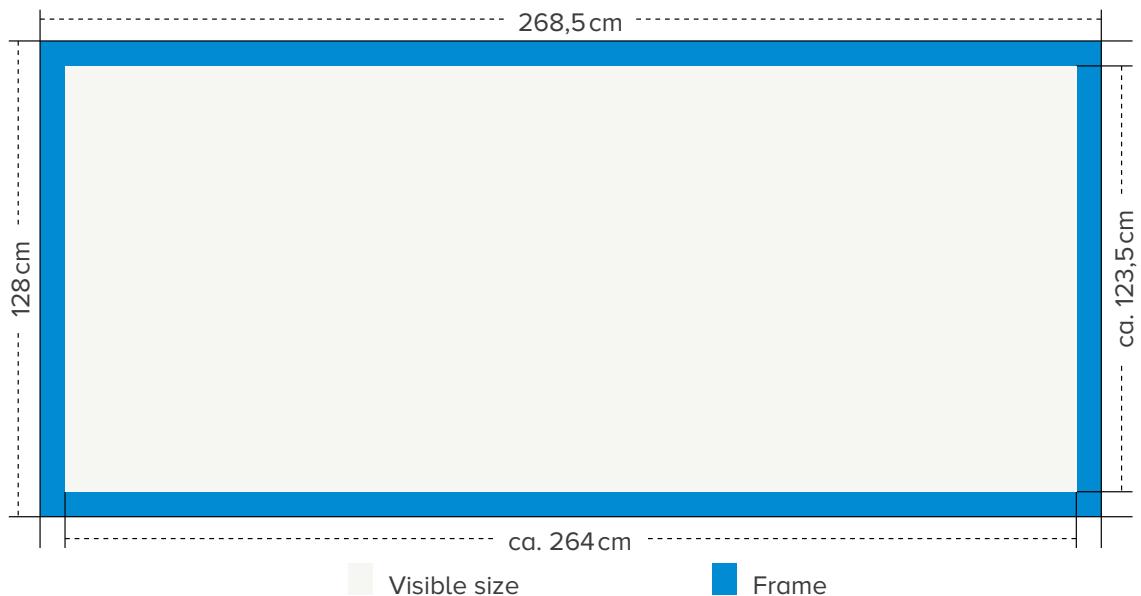
F12 (NP)

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



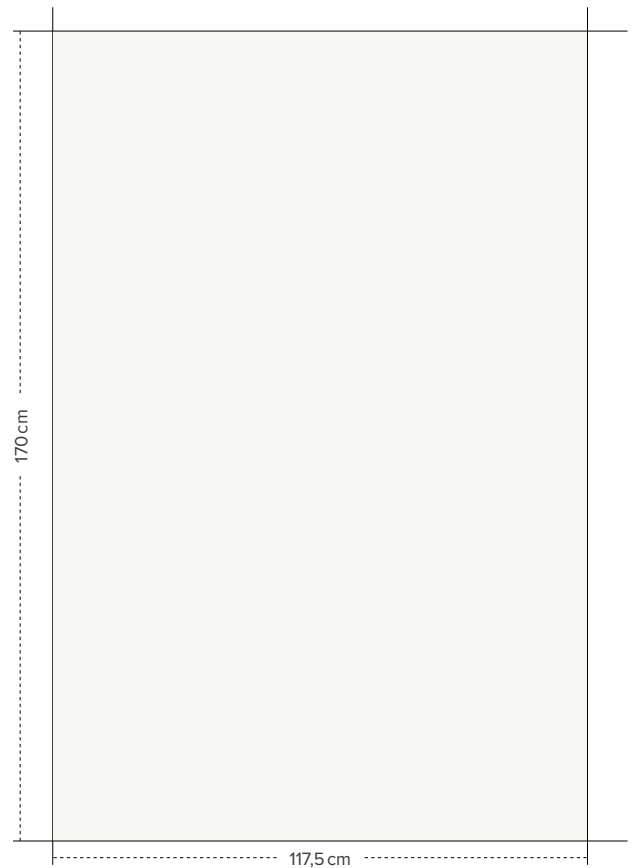
F12 (LP/LR)

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)

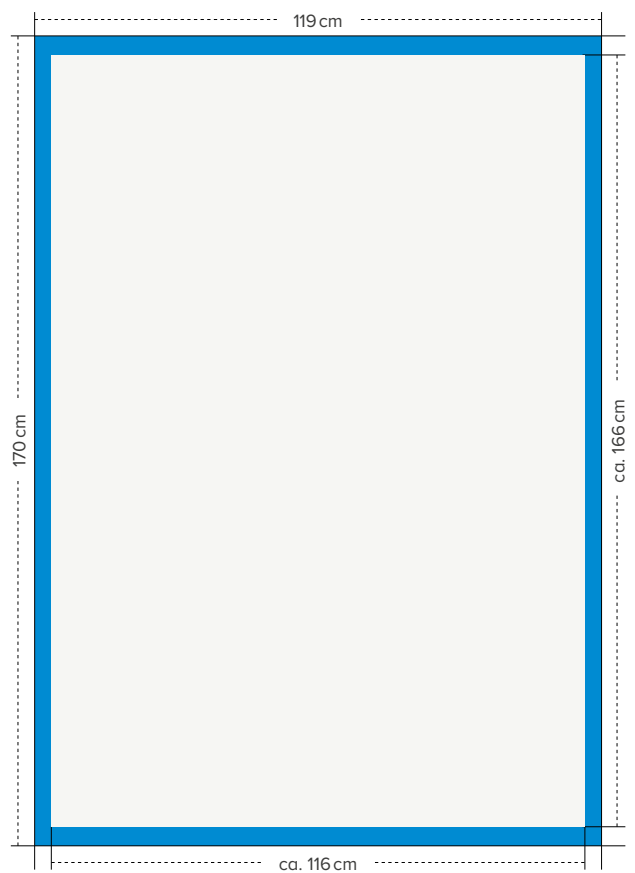
Data Format: 24,5 × 35 cm
Print Format: 117,5 × 170 cm



F200 (LP/LR)

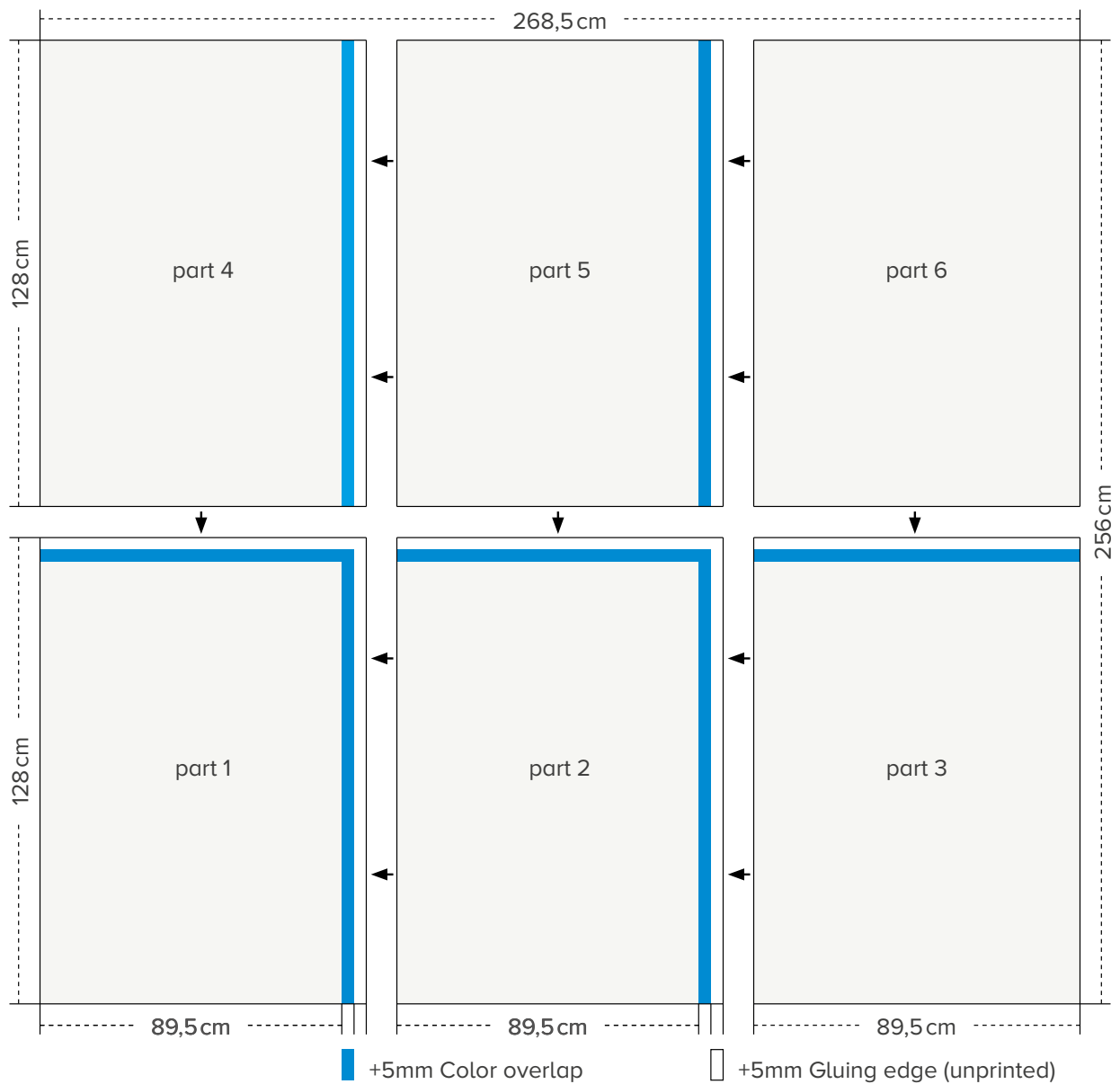
Data Format: 24,5 × 35 cm
(Visible size: 23,9 × 34,2 cm)
Print Format: 119 × 170 cm
(Visible size: ca. 116 × 166 cm)

■ Visible size ■ Frame



F24 (NP)

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



Posting dates 2020

Week	Start	End	Delivery	Week	Start	End	Delivery
January				July			
1	30.12.2019	05.01.2020	16.12.2019	27	29.06.2020	05.07.2020	15.06.2020
2	06.01.2020	12.01.2020	23.12.2019	28	06.07.2020	12.07.2020	22.06.2020
3	13.01.2020	19.01.2020	30.12.2019	29	13.07.2020	19.07.2020	29.06.2020
4	20.01.2020	26.01.2020	06.01.2020	30	20.07.2020	26.07.2020	06.07.2020
5	27.01.2020	02.02.2020	13.01.2020	31	27.07.2020	02.08.2020	13.07.2020
February				August			
6	03.02.2020	09.02.2020	20.01.2020	32	03.08.2020	09.08.2020	20.07.2020
7	10.02.2020	16.02.2020	27.01.2020	33	10.08.2020	16.08.2020	27.07.2020
8	17.02.2020	23.02.2020	03.02.2020	34	17.08.2020	23.08.2020	03.08.2020
9	24.02.2020	01.03.2020	10.02.2020	35	24.08.2020	30.08.2020	10.08.2020
March				September			
10	02.03.2020	08.03.2020	17.02.2020	36	31.08.2020	06.09.2020	17.08.2020
11	09.03.2020	15.03.2020	24.02.2020	37	07.09.2020	13.09.2020	24.08.2020
12	16.03.2020	22.03.2020	02.03.2020	38	14.09.2020	20.09.2020	31.08.2020
13	23.03.2020	29.03.2020	09.03.2020	39	21.09.2020	27.09.2020	07.09.2020
April				October			
14	30.03.2020	05.04.2020	16.03.2020	40	28.09.2020	04.10.2020	14.09.2020
15	06.04.2020	12.04.2020	23.03.2020	41	05.10.2020	11.10.2020	21.09.2020
16	13.04.2020	19.04.2020	30.03.2020	42	12.10.2020	18.10.2020	28.09.2020
17	20.04.2020	26.04.2020	06.04.2020	43	19.10.2020	25.10.2020	05.10.2020
18	27.04.2020	03.05.2020	14.04.2020	44	26.10.2020	01.11.2020	12.10.2020
May				November			
19	04.05.2020	10.05.2020	20.04.2020	45	02.11.2020	08.11.2020	19.10.2020
20	11.05.2020	17.05.2020	27.04.2020	46	09.11.2020	15.11.2020	26.10.2020
21	18.05.2020	24.05.2020	04.05.2020	47	16.11.2020	22.11.2020	02.11.2020
22	25.05.2020	31.05.2020	11.05.2020	48	23.11.2020	29.11.2020	09.11.2020
June				December			
23	01.06.2020	07.06.2020	18.05.2020	49	30.11.2020	06.12.2020	16.11.2020
24	08.06.2020	14.06.2020	25.05.2020	50	07.12.2020	13.12.2020	23.11.2020
25	15.06.2020	21.06.2020	02.06.2020	51	14.12.2020	20.12.2020	30.11.2020
26	22.06.2020	28.06.2020	08.06.2020	52	21.12.2020	27.12.2020	07.12.2020

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.