18/1 poster (large formats)

Favourites of outdoor advertising

For a long time, 18/1 large-format posters have been an integral part of our consumer world. With a number of around 150,000 in Germany, they are present everywhere. Outdoor advertising has a proven positive effect on the brand image and the buying behaviour of consumers.

Quantity	single piece or more
Format	3560 x 2520 mm (4 sheets)
Colors	4-color in offset and digital printing spot colors in offset printing
Material	affiche paper with blue rear side FSC®-certified paper optional (FSC® C074329)
Quality	up to 150 DPI in digital print up to 10 lpc in offset print
Packaging	folded and mapped ready-to-hang quality
Shipping	express shipping individual shipping

As soon as your order and your data are present, we'll get to work. If we don't receive a colour proof from you, we're going to create it and send it to you. After your approval we'll print your posters and send it to the distribution list you provided.

Layout	594 x 420 mm Scale 1:6
Bleed	+ 1 mm circumferential
File format	PDF/X-3 Standard (Version 1.4) one PDF file per motif
Fonts	embedded / converted into paths
Safety distance	2 mm to edge in the creation format
Resolution	300 DPI at 100 % positioning in the creation format
Colour application	max. 320 %
Colors	CMYK / spot colors (no RGB)
Data transfer	by email, link or file-upload, max. 500 MB

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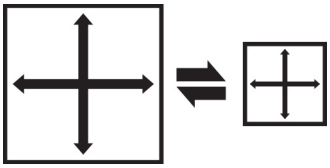
Note: The product properties may not be freely combinable and may vary per production site!

Print data notes for 18/1 Poster (large Formats)

File format and scale

Please send us your motif as a PDF document.
Please send us your motif as a PDF document in the format PDF/X-3 Standard (Version 1.4). Make sure that all fonts are fully embedded in the document or converted to paths.
We can't accept any other file format.

Create your document in the size 594 x 420 mm (Scale 1:6).
For 18/1 poster (large formats), please create your document in the size 594 x 420 mm (Scale 1:6). By scaling to the final format, we then get the sufficient resolution of images, as well as the correct bleed.



end format
3560 x 2520 mm
(scale 1:1)

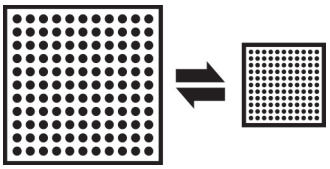
creation format
594 x 420 mm
(scale 1:6)

Resolution

Images should have a resolution of 300 DPI in creation format.
The resolution of your images should be about 300 DPI in the creation format. By scaling we then get the sufficient 50 DPI in the printing format.

Please avoid sending us data as 1:1 document with 300 DPI. Such data volumes cannot be processed. Higher resolutions do not add any value in terms of detail, but only slow down the processing unnecessarily. However, do not go further than 10% below the recommended resolutions either.

If you have worked with several image layers, please reduce them to one layer before creating the document.

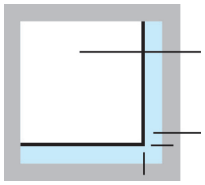


end format
50 DPI

creation format
300 DPI

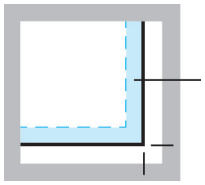
Bleed

Create a bleed of 1 mm all around in the creation format.
By scaling to the final format (scale 1:1), we then obtain the sufficient bleed of 6 mm. The bleed should not be added as pure format addition if possible. You can add a bleed in most layout programs (e.g. Adobe InDesign, Adobe Illustrator) during document setup. When creating your print file, make sure that the bleed you create is also exported to the PDF.



Safety distance

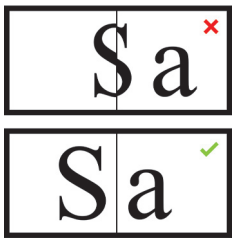
We recommend a safety distance of 2 mm in the creation format.
When designing your 18/1 poster (large formats), we recommend that elements located at the final format border or the punch contour be drawn into the trim or end with a safety distance of 2 mm in front of it.



Division

The 18/1 poster is delivered as standard in four parts.
These posters are printed in multiple parts and then glued onto the panel. Each part has a slight overlap and it is possible that they're not glued together exactly. Therefore when designing your posters, make sure that small logos, texts or other important image information do not lie on a division line, if possible.

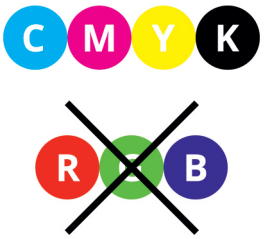
Create your design over the entire surface. We will divide your motif according to our production needs.



Colors

Create all data in CMYK.
Please create all data (including images or other objects) for your 18/1 poster (large formats) in CMYK and / or spot colors. Please convert RGB data to CMYK yourself to avoid unwanted color changes. RGB colors are only used for color representation on the computer screen. To display the smaller color space of the printing inks, the CMYK color mode is better suited. Thus, you can already see on the monitor how different color tones will appear less vivid in print due to the smaller CMYK color space.

For production reasons, solid colors are only possible in offset printing. If it is a digital print, these colors are simulated as well as possible. The maximum ink application should not exceed 320%.



Black composition

Create black and gray fonts in (0/0/0/100) CMYK.
Black and gray fonts as well as objects should only be created in pure black (0/0/0/100) CMYK. For such objects it is not recommended use "undercolor addition" as this can easily lead to flashing color at the edges.

Create large black areas in (50/0/100) CMYK.
In order for black areas to appear properly deep black, it is necessary to add a so-called "undercolor addition". Cyan is added to the black. This only applies to large black areas and headlines - not to smaller font sizes!

Trapping

Overfills/underfills do not have to be created separately.
Since the printing inks are printed one after the other, so-called flashes (white spaces) can occur. To avoid this, the edges of the background and the element must overlap slightly. This is called underfilling and trapping. So that the element does not suddenly appear larger or smaller visually, the lighter color is always overfilled and the darker underfilled.

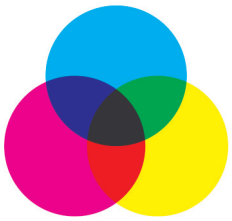
Please note that overfills and underfills do not have to be created separately. We will take care of that, individually matching your product.

Overprint

Use overprint function to avoid possible flashes.
The overprinting function can be used in individual cases for your 18/1 poster (large formats) when creating the print data in order to avoid possible flashes when printing later. When overprinting, however, it should be noted that the colors in offset printing are transparent, i.e. translucent. If, for example, a blue circle is printed on an orange background, this will not result in a blue circle but in green as a mixed color. Consequently, overprinting does not work with colored motifs; only black objects can overprint colored backgrounds in most cases.

White elements that are set to overprint are not visible in the print!

With the exception of refinements, the punch contour or the contour cut, therefore, avoid the overprint function unless you explicitly want this effect!



Data transfer

The data transfer should be done by mail or via web services.
Please feel free to send us your print data for your 18/1 poster (large formats) via mail. For print data over 20 MB, we recommend that you send us your print data via the web service "www.wetransfer.com".

Please only send us files that are required for the order in question. The data should be clearly structured and easy to assign.

Please also note the maximum file size per motif of 500 MB.

Print approval

You will receive in advance a low PDF for viewing by email.
Before the start of production, you will receive a low PDF by email to view and approve your 18/1 poster (large formats). Check there basically whether we have received the correct data (eg variant or motif) before we process the data. The PDF is extremely compressed for speedy email traffic and is only used for checking the content (sentence and spelling errors). Please note that all colors cannot be displayed color-accurately on a monitor. Please give us the release by replying to the sent email.

Only by a timely data submission is a production without delay to ensure.

Without the written approval of all documents they can not be produced!