

# Mega-Light Posters

Luminous premium advertising spaces



Mega-lights or city-light-boards are backlit large-area showcases. They are set up in particularly well visible and highly frequented places. This makes them perhaps the most coveted nine square meters of advertising space in the city.

<b>Quantity</b>	single piece or more
<b>Format</b>	3560 x 2520 mm (single-sheet)
<b>Visible area</b>	Creation format: approx. 567 x 400 mm Final format: approx. 3400 x 2400 mm
<b>Colours</b>	back printing for rich colours up to 4 colours in digital print
<b>Material</b>	150 g/m <sup>2</sup> picture printing paper, matt
<b>Quality</b>	up to 150 DPI in digital print
<b>Packaging</b>	ready-to-hang quality further processed and rolled
<b>Shipping</b>	Print on demand



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 on request. After your approval we'll print your posters and send it to the distribution list you provided.

<b>Layout</b>	594 x 420 mm Scale 1:6
<b>Bleed</b>	+ 1 mm circumferential
<b>File format</b>	PDF/X-3 Standard (Version 1.4) one PDF file per motif
<b>Fonts</b>	embedded / converted into paths
<b>Safety dist.</b>	2 mm to edge/punching outlines in the creation format
<b>Resolution</b>	300 DPI at 100 % positioning in the creation format
<b>Colour application</b>	max. 320 %
<b>Colour space</b>	CMYK / spot colors (no RGB)
<b>Data transfer</b>	by e-mail, 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 Mega-Light Posters

### File format

Please send us for your mega-light posters a PDF document in the format PDF/X-3 Standard (Version 1.4) and embed all fonts completely. Please make sure that the image resolution remains unchanged and is  $\geq 300$ dpi and that the document contains only one motif and is clearly named (preferably with our order number).

Additionally you can send us files in an open file format: Adobe InDesign, Adobe Illustrator, Adobe PhotoShop. The images should not be embedded in the data, but linked from a separate folder. All fonts must be supplied in their entirety.

Note: Photoshop is an image editing program. It is only suitable to a limited extent for creating and setting fonts, logos, etc., because the data is rasterized when saving without the corresponding settings. Please send all fonts and all used pictures and graphics.

Please avoid formats with lossy compression such as GIF or JPEG. These lead to undesirable results depending on the process.

Please also avoid the PNG format as it does not support the CMYK colour space.

### Layout

Please make sure to create the print data for your mega-light posters in the correct scale. For processing reasons, we additionally require circumferential trimming by the creation format. The exact values can be found on page 1 of the respective data sheet.

### Safety dist.

When designing your mega-light posters, we recommend that you pull elements located at the edge of the end format or punching line into the bleed or let them end with a safety distance (see page 1 in the respective data sheet) in front of it.

### Colour space

Please create for your mega-light posters all data (also images or other objects) in CMYK and / or spot colours. Please convert RGB data to CMYK yourself to avoid unwanted color changes. For production reasons, spot colours are only possible in offset printing. If it is a digital print, these colours are simulated as well as possible. The maximum ink application should not exceed 320 %.

### Black composition

Black and grey fonts as well as objects should only be created in pure black (0/0/0/100) CMYK. Using black made out of several colours is not recommended as it can easily lead to slight inaccuracies and single color flashes. In order for black areas to appear deep black, it is necessary to add a so-called "sub-color addition": Cyan. This only applies to large black areas and headlines - not to smaller font sizes!

#### Our recommendation is:

Use black with 50% cyan and 100 % black (50/0/0/100) CMYK.

### Overprint

The overprint function can be used when creating the print data in individual cases for your mega-light posters to avoid possible white flashes during later printing. When overprinting, however, it should be noted that the colours in offset printing are translucent. If, for example, a blue circle is printed on an orange background, this does not result in a blue circle, but in a mixed color of green. Overprinting therefore 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 outlines or the contour cuts, you should therefore avoid the overprint function unless you explicitly want this effect!

### Trapping

Overfills/underfillings don't have to be created separately. We take care of that, individually fitting to each product.

### Resolution

In order to achieve a high-quality result, the pictures on your mega-light posters must have a sufficient resolution at 100 % scaling in the creation format. Please note the informations on page 1 of the data sheet. If images with a larger scale should be integrated, the resolution must be correspondingly higher, alas with a lower scale correspondingly lower. Please also ensure that the resolution is not reduced by incorrect settings when creating PDFs.

### Print finishing

If you want to refine your mega-light posters, you must create this refinement as a special colour (spot color) in your data. It is important that you name the special colour with

the finishing and set it to "overprint"! Only in this way can the finishing be applied as desired. If you don't set the special colour to overprint, the underlying color is omitted and a white area (paper white) is refined.

### Data transfer

Please send us your print data for your mega-light posters via email. For print data over 20 MB, we recommend that you send us your print data via Dropbox, the online service [www.wetransfer.com](http://www.wetransfer.com) or on a physical medium (CD, DVD, USB stick).

Please only send us files that are required for the order in question. The data should be clearly structured and easy to identify. We also need a PDF to check the position and colour distribution or alternatively a colour proof or print sample. Please also note the maximum file size per motif of 500 MB.

### Print approval

Before the start of production, you will receive a PDF by e-mail for viewing and approve your print products. Please also check this PDF for typos and spelling mistakes. Note that all colors on a monitor cannot be displayed with color accuracy. Please give us your approval by replying to the email we sent you.

Alternatively and if agreed, we'll send you a colour proof for approval. In this case, please return the enclosed approval form by fax. We also accept approval e-mails, which refer specifically to proofing and plotting.

Production can only be guaranteed without delay if data is submitted in good time.

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