Technical requirements

JCDecaux Lietuva

Version 2.7

CONTENT

1. Street furnitue

2. Large Format

3. Wrap requirements of bus shelters

Visual   Visible part   Safe space/area

LOGO

POSTER
1360X2980

35
100
2710
2780
2980
35
100

1190
35   1260   35
50   1360   50

Scale	Resolution	Colour model	Format	Dimensions	Black colour coposition till
1:1	100dpi	CMYK	TIFF ir PDF/X-1a ≤500 MB	1360 x 2980 mm	C70 M60 Y60 K100

Visual   Visible part   Safe space/area

50 50

3060 3160 3260

985
1085
1185

50
50
50
50
50
50

LOGO

POSTER
1185X3260

Scale	Resolution	Colour model	Format	Dimensions	Black colour coposition till
1:1	100dpi	CMYK	TIFF ir PDF/X-1a ≤500 MB	1185 x 3260 mm	C70 M60 Y60 K100

Identification code (ID) indication in the margin area

When preparing the print design, it is required to indicate the ID code of the advertising campaign on the non-visible part of the layout. ID code is provided upon confirmation of the campaign.

ID code should be positioned in the lower part of the poster on the right side, 0,5 cm from the bottom. Font size 0,5 cm height. This way it will be in the safe nonvisible area of the poster. The color of the ID code should be similar to the color of the poster.

Visual   Visible part   Safe space/area

CODE

LOGO

POSTER

60

35

1580

1650

1750

35

40

1045

1115

1185

35

35

35

35

LOGO

POSTER
1185X1750

Visual   Visible part   Safe space/area

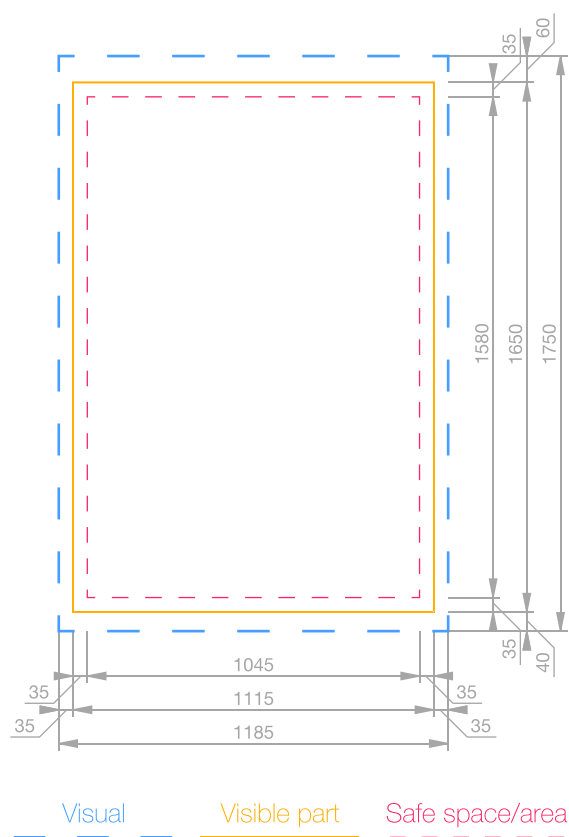| Scale	Resolution	Colour model	Format	Dimensions	Black colour coposition till
1:1	100dpi	CMYK	TIFF ir PDF/X-1a ≤500 MB	1185 x 1750 mm	C70 M60 Y60 K100

Identification code (ID)
indication in the margin area

When preparing the print design, it is required to indicate the ID code of the advertising campaign on the non-visible part of the layout. ID code is provided upon confirmation of the campaign.

ID code should be positioned in the lower part of the poster on the right side, 0,5 cm from the bottom. Font size 0,5 cm height. This way it will be in the safe nonvisible area of the poster. The color of the ID code should be similar to the color of the poster.

CODE

LOGO

POSTER

Visual   Visible part   Safe space/area

Colour model

Files should be prepared with colour model. According to the best practise of digital printing in EU, we recommend to use this colour model – ISOcoated_v2_eci.icc.

PDF/X-1a files requirements

- Each file should have only 1 page;
- All fonts should be "curved";
- All elements in the file should have the same colour model;
- Print area should be marked with continious frame ("crop marks" – not usable);
- Black colour coposition till C70 M60 Y60 K100
- Files cannot have layers. "Overprint" objects or lines are not accepted. All "Overprint" objects or lines will not be printed.

Margins (Column)

Whole poster must be covered with print without leaving any white margins/frames and cuts/crop marks. Important content such as slogans, logos and etc. must be pulled back **100 mm** from top and bottom as well as **50 mm** from left and right edges. All texts and fonts must be converted to curves/curved.

Margins (Citylight/Bus Shelter)

Whole poster must be covered with print without leaving any white margins/frames and cuts/crop marks. Important content such as slogans, logos and etc. must be pulled back **60 mm** from top, **40 mm** from bottom and **35 mm** from left and right edges. Visible part of the poster can vary depending on street furniture type with a total tolerance up to 55 mm for both dimensions (width and/or height). All texts and fonts must be converted to curves/curved.

Paper

170 g/m^2 density, white, matte, waterproof paper, intended to be used in illuminated advertising, for outdoor conditions.

Paper must have FSC® (Forest Stewardship Council) or/ and PEFC (Programme For Endorsement of Forest Certification) certification and labeling.

Quality

Print production should meet the following requirements:

- precise print material dimensions (WxH) and maintained ideal/accurate rectangular shape;
- printing material must not have any physical damage marks and any flexion/bending marks;
- material suitability: optimum permeability to light, smooth paper structure and density, must be suitable to display outdoors;
- rich and natural colours without visible printing grain, stains or unwanted ink traces;
- smooth, solid material coverage with ink without using draft printing mode and not leaving any noticeable print traces on a material;
- usage of UV rays resistant ink is required at all times.

Quantity

- Bigger quantity of posters than the number of advertising panels must be printed ensuring:
  - +10% more posters for static panels adding not less than 2 extra posters for each visual for each city;
  - +20% more posters for dynamic panels adding not less than 3 extra posters for each visual for each city;

- Paper posters in both static and scrolling panels can be used for campaigns not longer than 2 weeks. For longer campaigns according number of new posters must be printed;

- When rotating the panels during the campaign, please note that according number of new posters must be provided in advance as JCDecaux does not re-post any material.

Packaging

Posters packaging should meet the following conditions:

- Posters must be wrapped around with stretch film/band;

- No more than 30 posters in each roll (package);

- Small quantities (up to 10 posters) must be packed on a cardboard tubes to ensure protection from appeardeformations;

- Posters for each city must be packed separately;

- All packaging must contain accompanying document

- Each package must contain label with followinginformation:

- client's company name;

- advertising campaign ID number;

- name of the responsible person;

- precise poster's format in mm;

- posters quantity in package;

- city the package is addressed to;

- material (paper, PVC, etc.);

- printing house name;

- responsible person's from printing house mobile phone no.

Material submission

The Advertiser must send the final mock-up of the content of the advertising material to JCDecaux by e-mail to the project manager serving the Advertiser at least seven (7) business days before the start of the advertising campaign, unless different deadlines are agreed.

We recommend using the following transfer link: https://jcdecauxlietuva.wetransfer.com/

Language

All the information provided on advertising material should comply with Lithuanian laws and regulations. All texts must be presented in Lithuanian language.

Print delivery

Printed posters must be delivered to JCDecaux Lithuania warehouse:

- Columns (COL) format – up until **Friday 12:00 p.m.**

- Citylights (CL), Bus shelters (BS) format – up until **Monday 12:00 p.m.** (posters meant for Vilnius), **Friday 12:00 p.m.** (posters meant for other cities);

JCDecaux Lithuania warehouse address: Vikingų st. 5, Entrance 32, Vilnius, LT- 02189, Lithuania

Warehouse working hours: I - V: 8:00 a.m. – 5:00 p.m.

Mobile: + 370 655 67659

Visual   Safe space/area
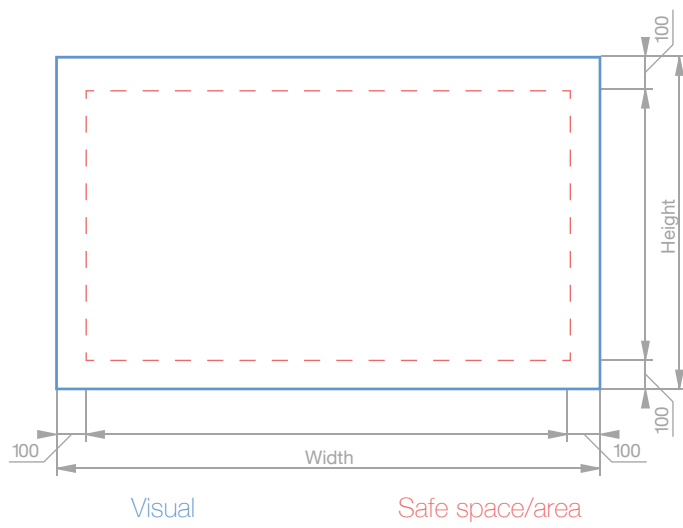
Advertising wall format (WxH, m)	Dimensions (WxH, mm)	Material and density	Width of the tent edge	Number of folding (glueing/soldering)
6x3	5950x2950	PVC Frontlit >=275 g/m2	50 mm	folded once
5x9	4900x8900	PVC Frontlit >=300 g/m2	50 mm	folded once
7,8x10,5	7700x10400	PVC Frontlit >=430 g/m2	50 mm	folded once
9x5	8950x5000	PVC Frontlit >=430 g/m2	50 mm	folded once
10x12	10000x12000	PVC Frontlit >=430 g/m2	50 mm	folded twice
12x8	12000x8000	PVC Frontlit >=430 g/m2	50 mm	folded twice
14,6x9,7	14500x9600	Mesh >=270 g/m2	50 mm	folded twice
6x8	6000x8000	PVC Frontlit >=430 g/m2	50 mm	folded once
6,3x8,2	6300x8200	PVC Frontlit >=430 g/m2	50 mm	folded once

Scale	Resolution	Colour model	Format	Black colour coposition till
1:1 / 1:10	(1:10) 300dpi (1:1) 30dpi	CMYK	TIFF ir PDF/X-1a ≤500 MB	C70 M60 Y60 K100

Visual   Safe space/area
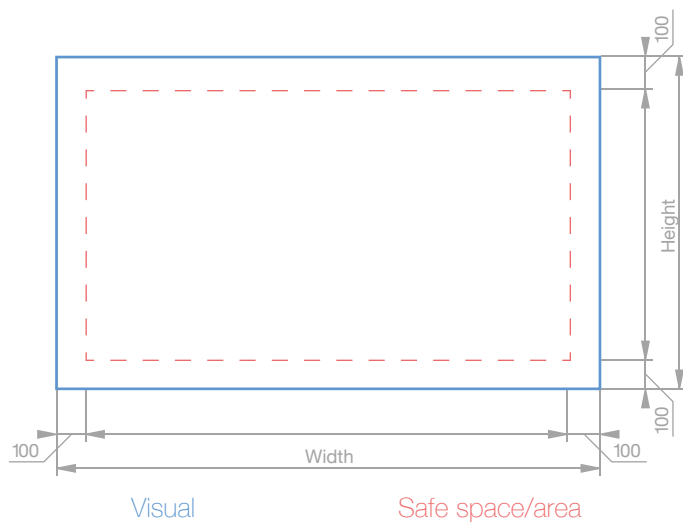
Advertising wall format (WxH, m)	Dimensions (WxH, mm)	Material and density	Width of the tent edge	Number of folding (glueing/soldering)
4x3	4000x3000	PVC Frontlit >=275 g/m2	50 mm	folded once
6x3	5950x2950	PVC Frontlit >=275 g/m2	50 mm	folded once
7,9x3,4	7850x3350	PVC Frontlit >=300 g/m2	50 mm	folded once
4x6	4000x6000	PVC Frontlit >=300 g/m2	50 mm	folded once
6,9x4	6900x4000	PVC Frontlit >=300 g/m2	50 mm	folded twice
8x4	8000x4000	PVC Frontlit >=300 g/m2	50 mm	folded twice
10x4	9950x4000	PVC Frontlit >=300 g/m2	50 mm	folded twice
12x4	11950x4000	PVC Frontlit >=300 g/m2	50 mm	folded twice
15x5	14950x4950	PVC Frontlit >=430 g/m2	50 mm	folded twice

Scale	Resolution	Colour model	Format	Black colour coposition till
1:1 / 1:10	(1:10) 300dpi (1:1) 30dpi	CMYK	TIFF ir PDF/X-1a ≤500 MB	C70 M60 Y60 K100
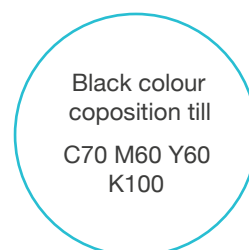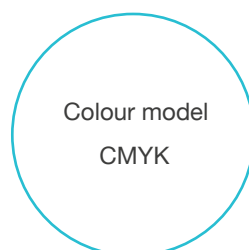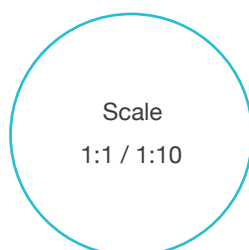
Resolution

If layout scaling is 1:1 – resolution not less than 72dpi (KS-3 - not less than 100 dpi).

If layout scaling is 1:10 – resolution not less than 300 dpi.

Colours model

Files should be prepared with colours model. According to the best practise of digital printing in EU, we recommend to use this colour model – ISOcoated_v2_eci.icc.

PDF/X-1a files requirements

· Every file should have only 1 page;

· All fonts should be "curved";

· All elements in the file should have the same colour model;

· Print area should be marked with continious frame ("crop marks" – not usable);

· Black colour coposition till C70 M60 Y60 K100

· Files cannot have layers. "Overprint" objects or lines are not accepted. All "Overprint" objects or lines will not be printed.

Margins

Whole poster must be covered with print without leaving any white margins/frames and cuts/crop marks. Do not put an important content (slogans, logos, photos, etc.) **100 mm** from all of the four tent edges (top, bottom, left and right), except advertising wall KS-3: **200 mm** from all of the four tent edges. All texts/fonts must be converted to curves/curved.

Tent material

PVC Frontlit banner (suitable for use in outdoor throughout all four seasons) or cast PVC net (Mesh banner: material must meet M1/B1 certificates of non-combustibility) depending on chosen billboard / advertising wall and the season. Material density (g/m^2) numbers are specified in tables on pages 7 and 8.

It is not recomended to use laminated PVC Frontlit material for printing, especially **during the cold season** (November to March) for the following reasons:

· potential material breakage during the bending joints;

· possible permanent bending marks on tent material after hanging;

· possible visible folds on the tent after hanging.

Selection of suitable material for advertisement printing is the customer/printing house responsibility.

Tent riveting

Tent is riveted by 12 mm dimension rivets. First rivet must be located 50 mm from the banner corner, the following two rivets are 150 mm located from the first one. All the remaining rivets are 300 mm.
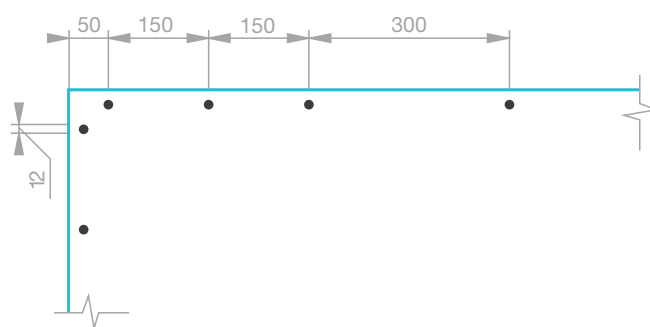
Quality

Print production should meet the following requirements:

- precise print material dimensions (WxH) and maintained ideal/accurate rectangular shape;

- printing material must not have any physical damage marks (ruptures, fractures and other defects);

- Printing requirements JCDecaux Lithuania

- the material must be suitable for the particular season and function: warm season – ≥300 g/m2, cold season – ≥430 g/m2, suitable for outdoor conditions;

- rich and natural colours without visible printing grain, stains or unwanted ink traces;

- smooth, solid material coverage with ink without using draft printing mode and not leaving any noticeable print traces on a material;

- no material breakage during the bending joints;

- usage of UV rays resistant ink is required at all times;

- banner (consisting two or more parts/pieces) must be hard soldered together in one piece without wrinkles and image shift;

- ensure adequate hard solder joint strength;

- precise banner dimensions and shape retention;

- smooth solder joint ink coverage;

- packed prints not adhere to each other.

Packaging

Posters packaging should meet following conditions:

- Posters must be wrapped around with stretch film;

- Mesh tent parts (only for KS-3 AW) must be packed by folding down pleats (from right to left);

- Posters for each city must be packed separately;

- All packaging must contain accompanying document (bill of lading);

- Each package must contain label with following information:

  - tnumeracy of tent only applied to KS-3 XXL advertising wall;

  - client's company name;

  - advertising campaign ID number;

  - name of the responsible person;

  - precise poster's format in mm.

Submission

The Advertiser must send the final mock-up of the content of the advertising material to JCDecaux by e-mail to the project manager serving the Advertiser at least seven (7) business days bef ore the start of the advertising campaign, unless dif f erent deadlines are agreed.

We recommend using the following transfer link: https://jcdecauxlietuva.wetransfer.com/

Language

All the information provided on advertising material should comply with Lithuanian laws and regulations. All texts must be presented in Lithuanian language.
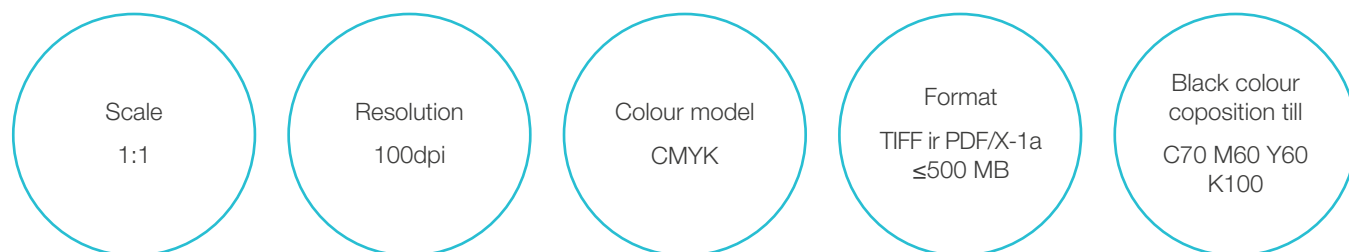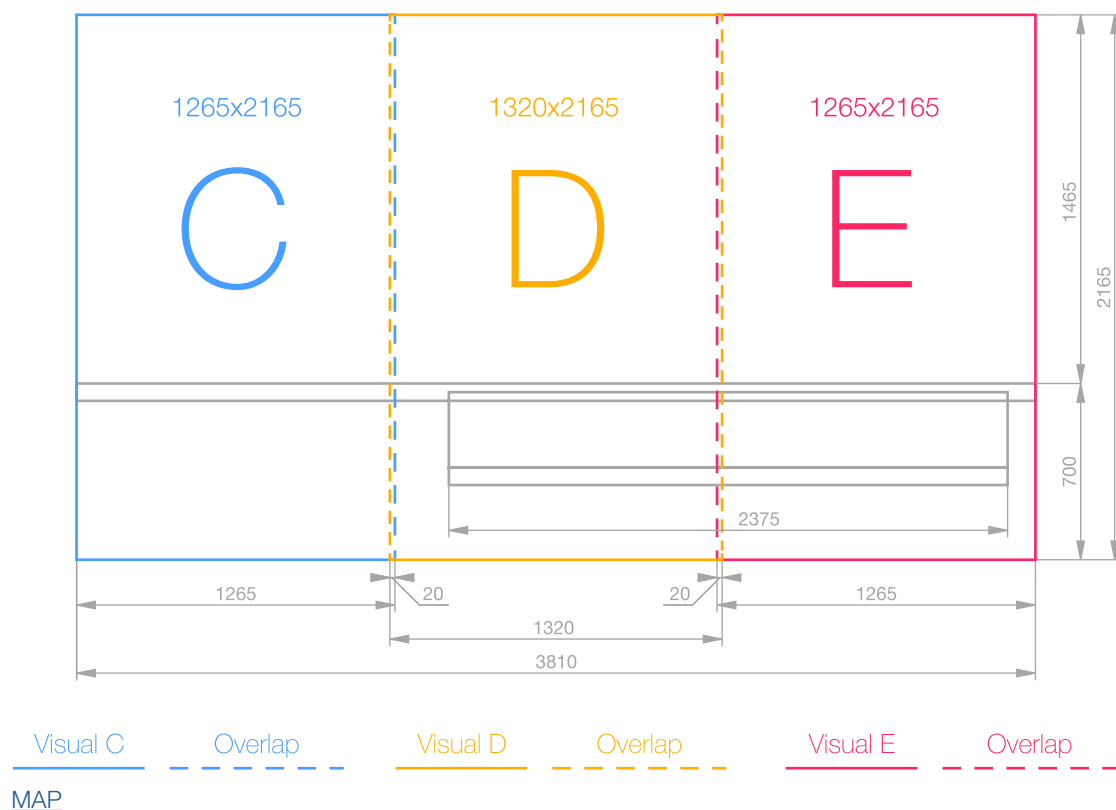
Printed posters delivery

Printed posters must be delivered to JCDecaux Lithuania warehouse by Monday 12:00 p.m.

JCDecaux Lithuania warehouse address: Vikingų st. 5, Entrance 32, Vilnius, LT- 02189, Lithuania

Warehouse working hours: I - V: 8:00 a.m. – 5:00 p.m.

Mobile: + 370 655 67659

Visual C   Overlap   Visual D   Overlap   Visual E   Overlap

MAP

| Scale 1:1 | Resolution 100dpi | Colour model CMYK | Format TIFF ir PDF/X-1a ≤500 MB | Black colour coposition till C70 M60 Y60 K100 |

Print file dimensions

Print file should be designed as integral visual 3810x2165 mm, which is cut into three pieces:
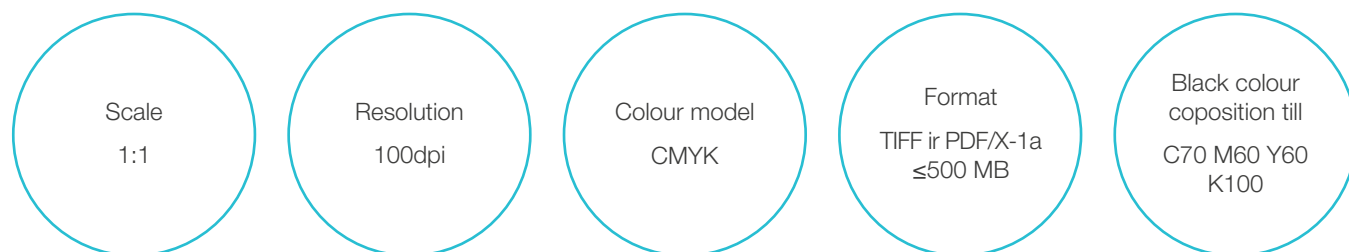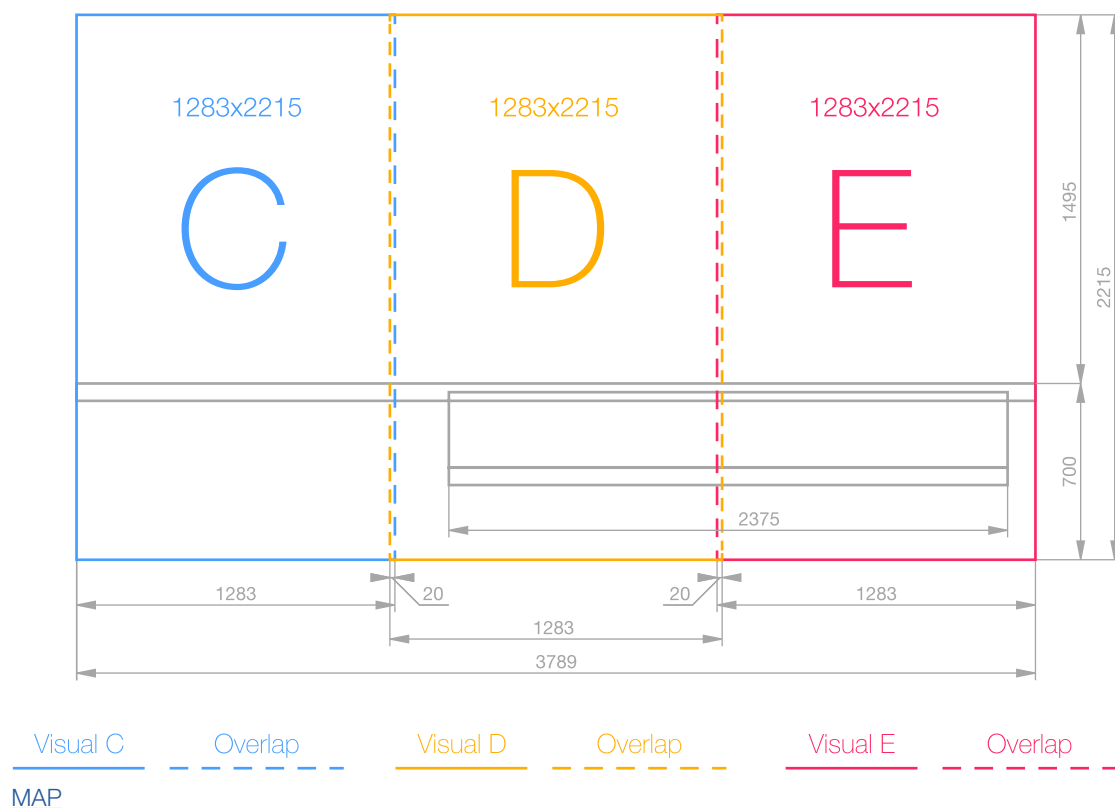Visual C – 1265x2165 mm, Visual D – 1320x2165 mm, Visual E – 1265x2165 mm.
Between the visuals C – D, D – E, there should be a 20 mm overlap.

Margins

Important content such as slogans, logos and etc. must be pulled back 35 mm from left and right edges.
On visuals D, E margins should be 700 mm from the ground (as bench could hide some elements – please take a look at the sketch above). All texts and fonts must be converted to curves.

1283x2215   1283x2215   1283x2215

C   D   E

1495
2215
700
2375
1283   20   20   1283
1283
3789

Visual C   Overlap   Visual D   Overlap   Visual E   Overlap

MAP

| Scale 1:1 | Resolution 100dpi | Colour model CMYK | Format TIFF ir PDF/X-1a ≤500 MB | Black colour coposition till C70 M60 Y60 K100 |

Print file dimensions

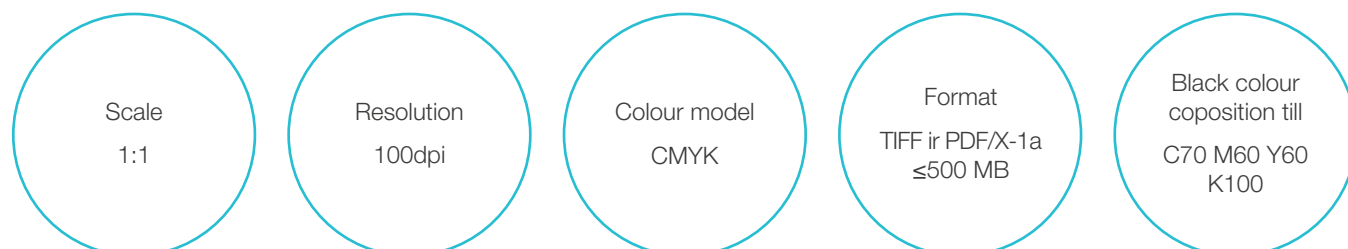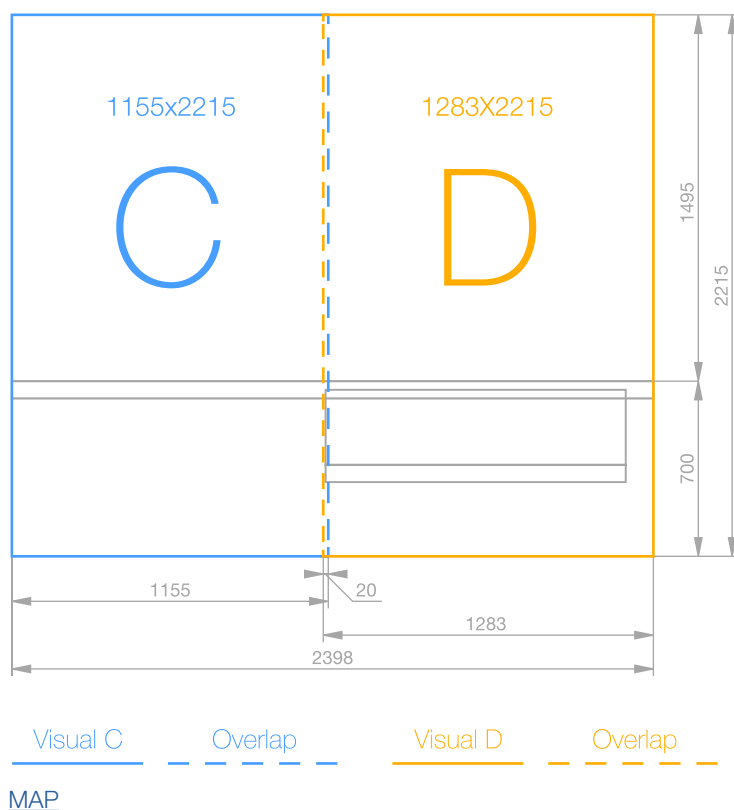Print file should be designed as integral visual 3789x2195 mm, which is cut into three pieces:
Visual C – 1283x2215 mm, Visual D – 1283x2215 mm, Visual E – 1283x2215 mm.
Between the visuals C – D, D – E, there should be a 20 mm overlap.

Margins

Important content such as slogans, logos and etc. must be pulled back 35 mm from left and right edges.
On visuals D, E margins should be 700 mm from the ground (as bench could hide some elements – please
take a look at the sketch above). All texts and fonts must be converted to curves.

1155x2215

C

1283X2215

D

1495

2215

700

1155

20

1283

2398

Visual C   Overlap   Visual D   Overlap

MAP

Scale
1:1

Resolution
100dpi

Colour model
CMYK

Format
TIFF ir PDF/X-1a
≤500 MB

Black colour
coposition till
C70 M60 Y60
K100

Print file dimensions

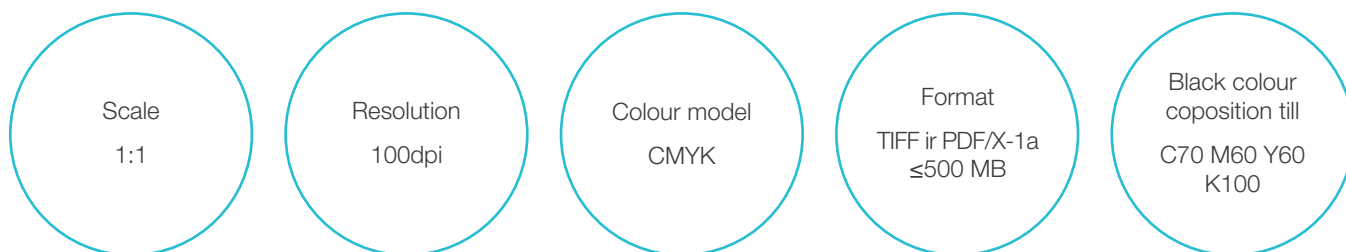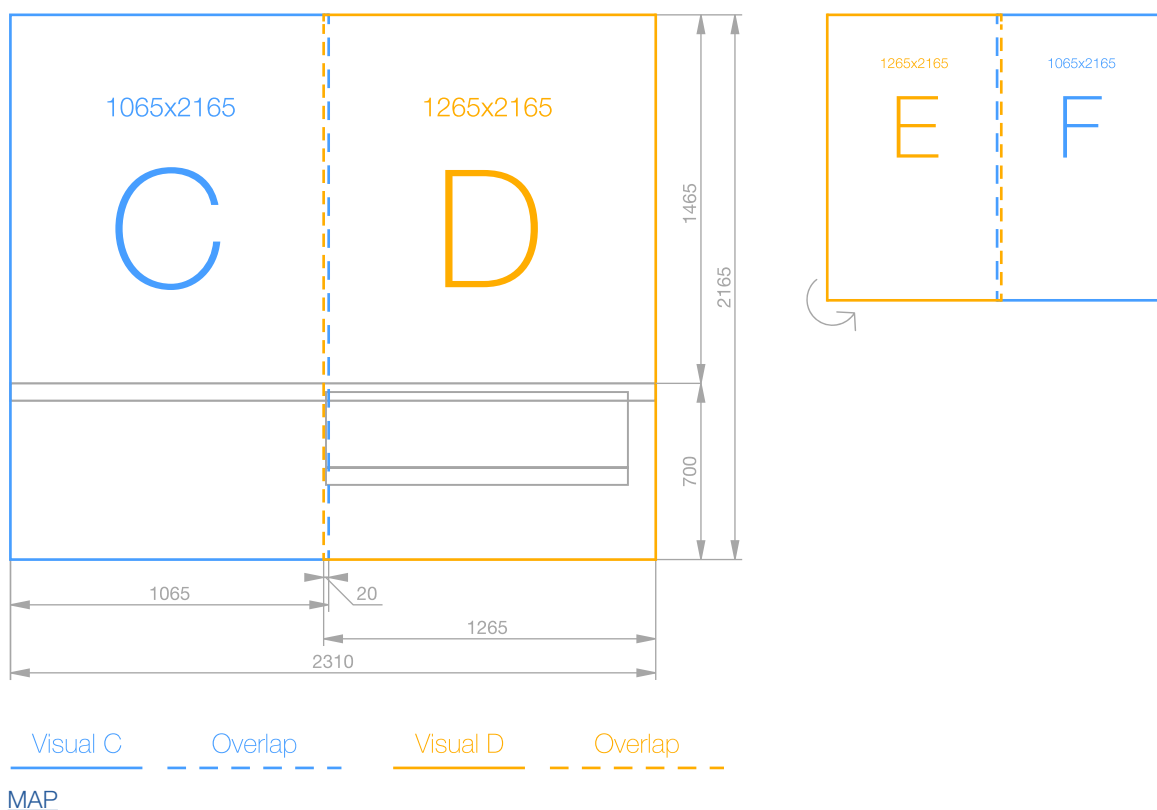Print file should be designed as integral visual 2398x2195 mm, which is cut into two pieces:
Visual C – 1155x2215 mm, Visual D – 1283x2215 mm.
Between the visuals C – D, there should be a 20 mm overlap.

Margins

Important content such as slogans, logos and etc. must be pulled back 35 mm from left and right edges.
On visual D, margins should be 700 mm from the ground (as bench could hide some elements – please take
a look at the sketch above). All texts and fonts must be converted to curves.

1065x2165

1265x2165

C

D

1465

2165

700

1065

20

1265

2310

Visual C   Overlap   Visual D   Overlap

MAP

1265x2165   1065x2165

E   F

| Scale 1:1 | Resolution 100dpi | Colour model CMYK | Format TIFF ir PDF/X-1a ≤500 MB | Black colour coposition till C70 M60 Y60 K100 |

Print file dimensions

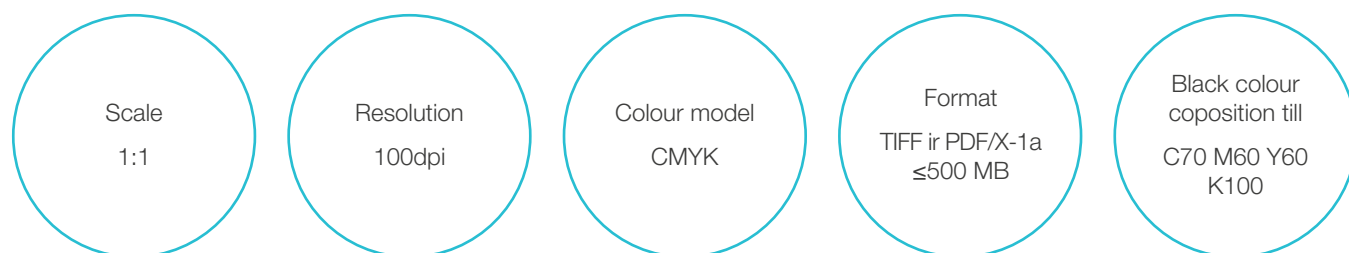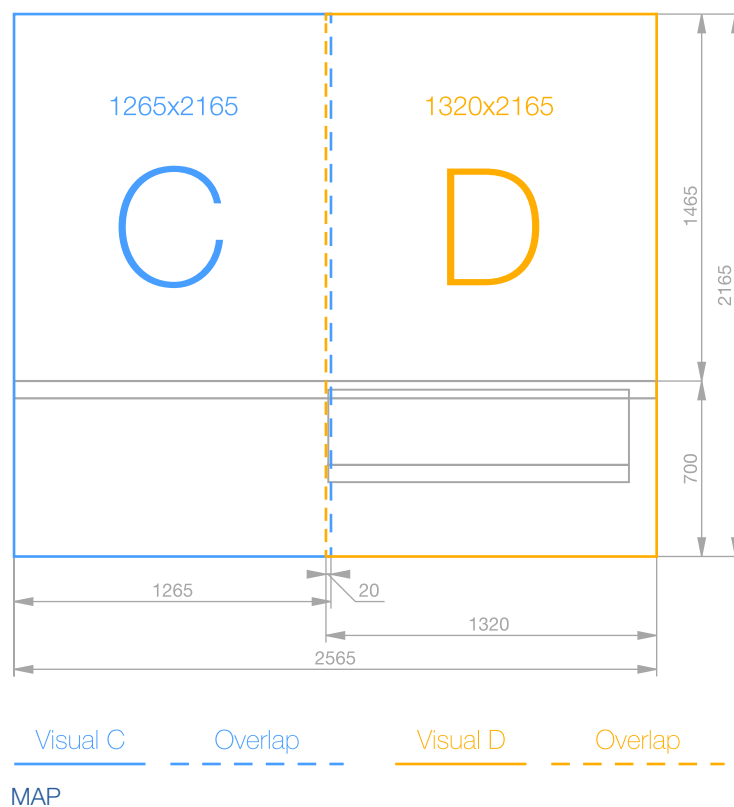Print file should be designed as integral visual 2310x2165 mm, which is cut into two pieces:
Visual C – 1065x2165 mm, Visual D – 1265x2165 mm.
Between visuals C – D, there should be a 20 mm overlap.

Margins

Important content such as slogans, logos and etc. must be pulled back 35 mm from left and right edges.
On visual D, margins should be 700 mm from the ground (as bench could hide some elements – please take
a look at the sketch above). All texts and fonts must be converted to curves.

1265x2165

1320x2165

C   D

1465

2165

700

1265   20

1320

2565

Visual C   Overlap   Visual D   Overlap

MAP

| Scale 1:1 | Resolution 100dpi | Colour model CMYK | Format TIFF ir PDF/X-1a ≤500 MB | Black colour coposition till C70 M60 Y60 K100 |

Print file dimensions

Print file should be designed as integral visual 2565x2165 mm, which is cut into two pieces:
Visual C – 1265x2165 mm, Visual D – 1320x2165 mm.
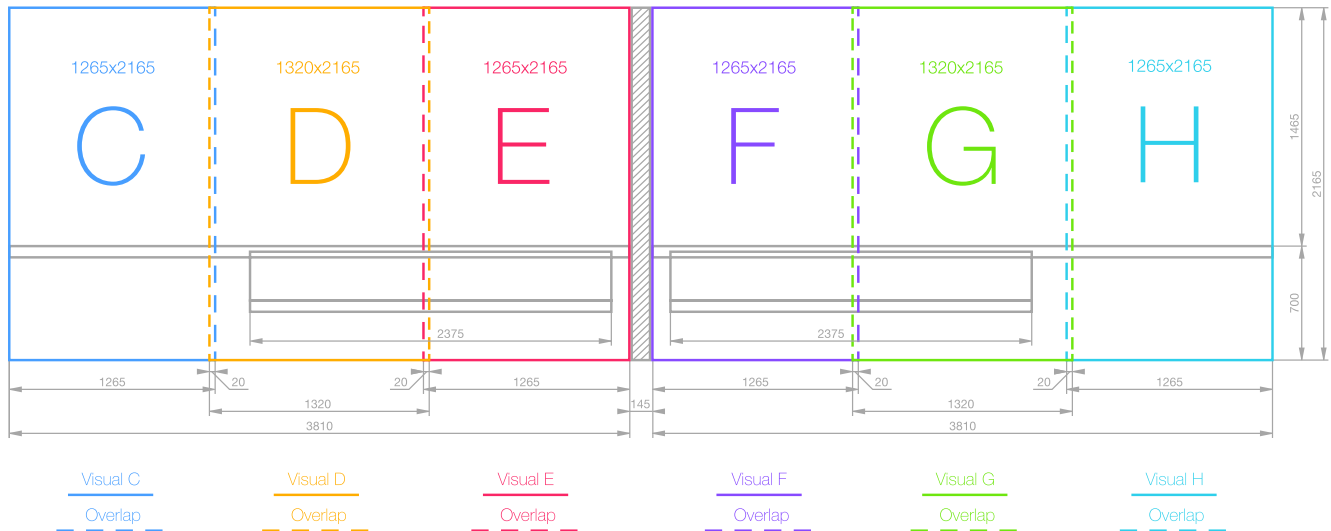Between visuals C – D, there should be a 20 mm overlap.

Margins

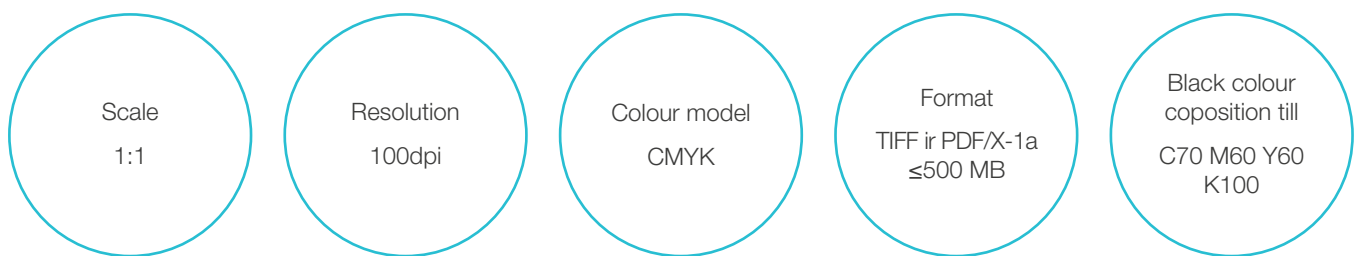Important content such as slogans, logos and etc. must be pulled back 35 mm from left and right edges.
On visual D margins should be 700 mm from the ground (as bench could hide some elements – please take a look at the sketch above). All texts and fonts must be converted to curves.

MAP

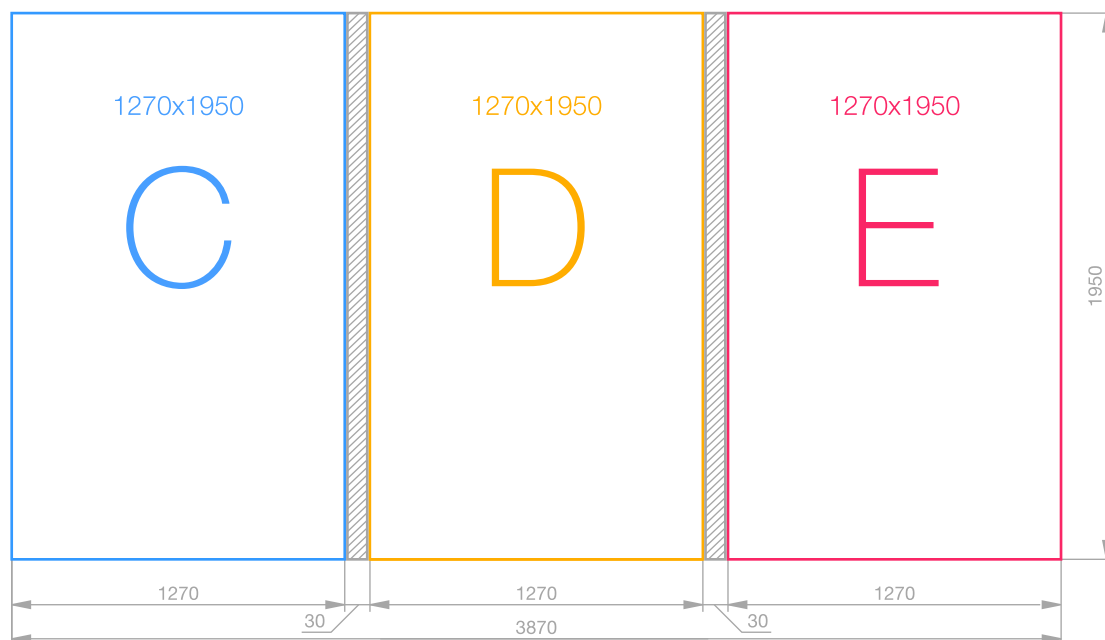| Scale 1:1 | Resolution 100dpi | Colour model CMYK | Format TIFF ir PDF/X-1a ≤500 MB | Black colour coposition till C70 M60 Y60 K100 |

Print file dimensions

1st part visuals: Print file should be designed as integral visual 3810x2165 mm, which is cut into three pieces: Visual C – 1265x2165 mm, Visual D – 1320x2165 mm, Visual E – 1265x2165 mm.
Between visuals C – D, D – E, there should be a 20 mm overlap.

2nd part visuals: Print file should be designed as integral visual 3810x2165 mm, which is cut into three pieces: Visual F – 1265x2165 mm, Visual G – 1320x2165 mm, Visual H – 1265x2165 mm.
Between visuals F – G, G – H, there should be a 20 mm overlap.

Margins

Important content such as slogans, logos and etc. must be pulled back 35 mm from left and right edges.
On visuals D, E margins should be 700 mm from the ground (as bench could hide some elements – please take a look at the sketch above). All texts and fonts must be converted to curves.

1270x1950	1270x1950	1270x1950
C	D	E

1950

1270   30   1270   30   1270

3870

Visual C   Visual D   Visual E

MAP

Scale 1:1	Resolution 100dpi	Colour model CMYK	Format TIFF ir PDF/X-1a ≤500 MB	Black colour coposition till C70 M60 Y60 K100

Print file dimensions

Print file should be designed as integral visual 3870x1950 mm, which is cut into three pieces:
Visual C – 1270x1950 mm, Visual D – 1270x1950 mm, Visual E –1270x1950 mm.
Between visuals C – D, D – E, there should be a cut of 30 mm.

Margins

Important content such as slogans, logos and etc. must be pulled back 35 mm from left and right edges.
On visuals C, D, E margins should be 400 mm from the ground (as bench could hide some elements – please take a look at the sketch above). All texts and fonts must be converted to curves.
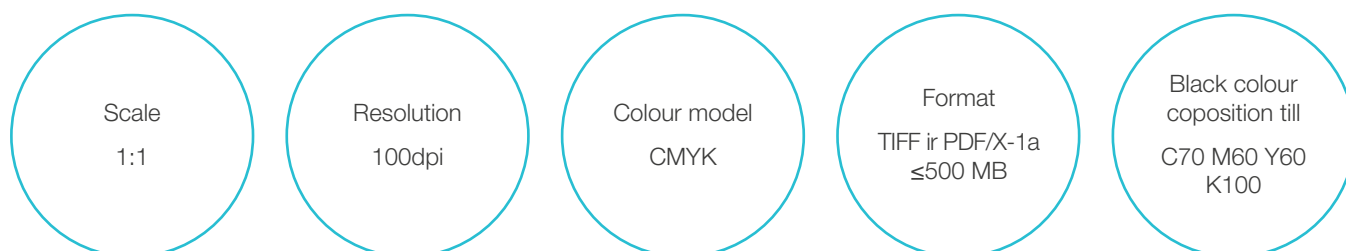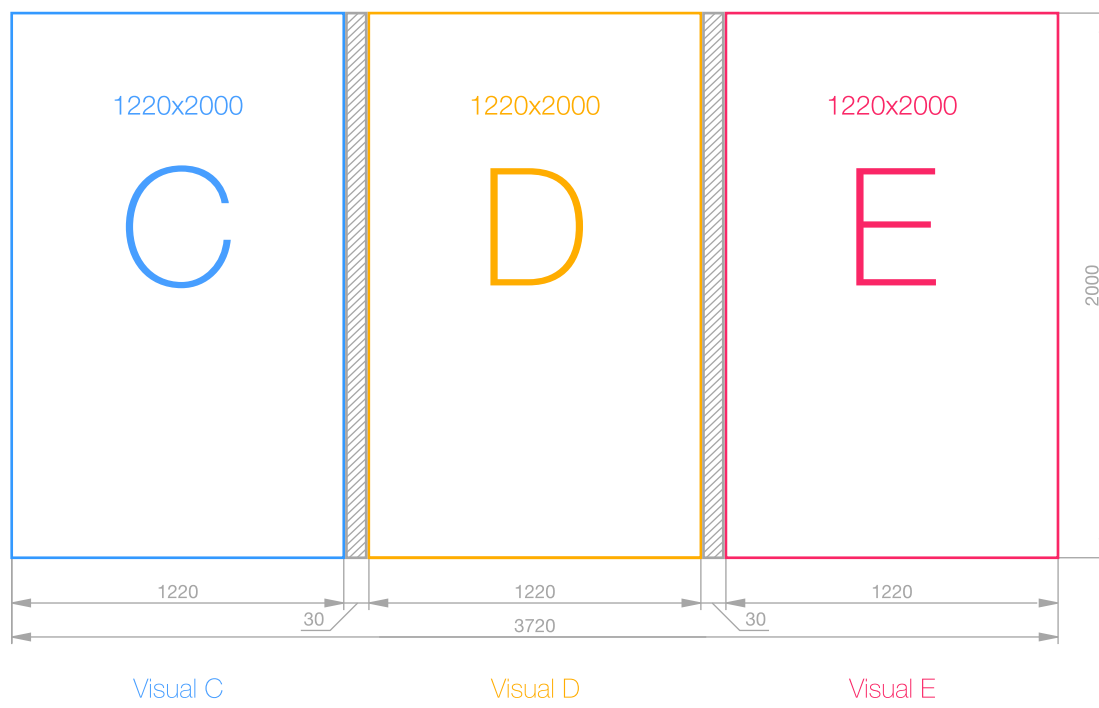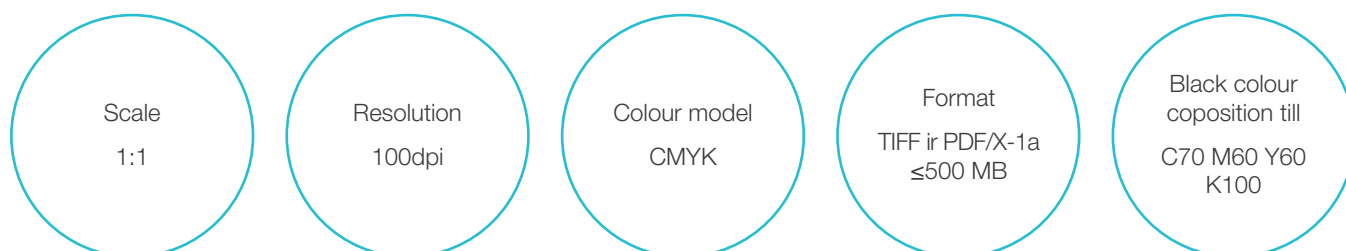
1220x2000   C   1220x2000   D   1220x2000   E

2000

1220   1220   1220

30   3720   30

Visual C   Visual D   Visual E

MAP

| Scale 1:1 | Resolution 100dpi | Colour model CMYK | Format TIFF ir PDF/X-1a ≤500 MB | Black colour coposition till C70 M60 Y60 K100 |

Print file dimensions

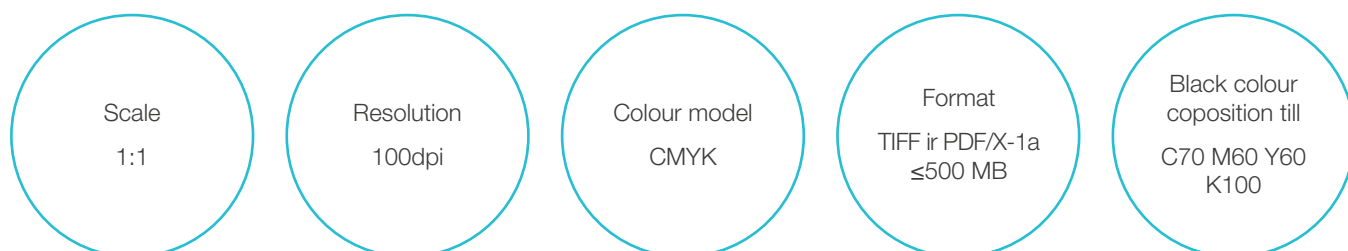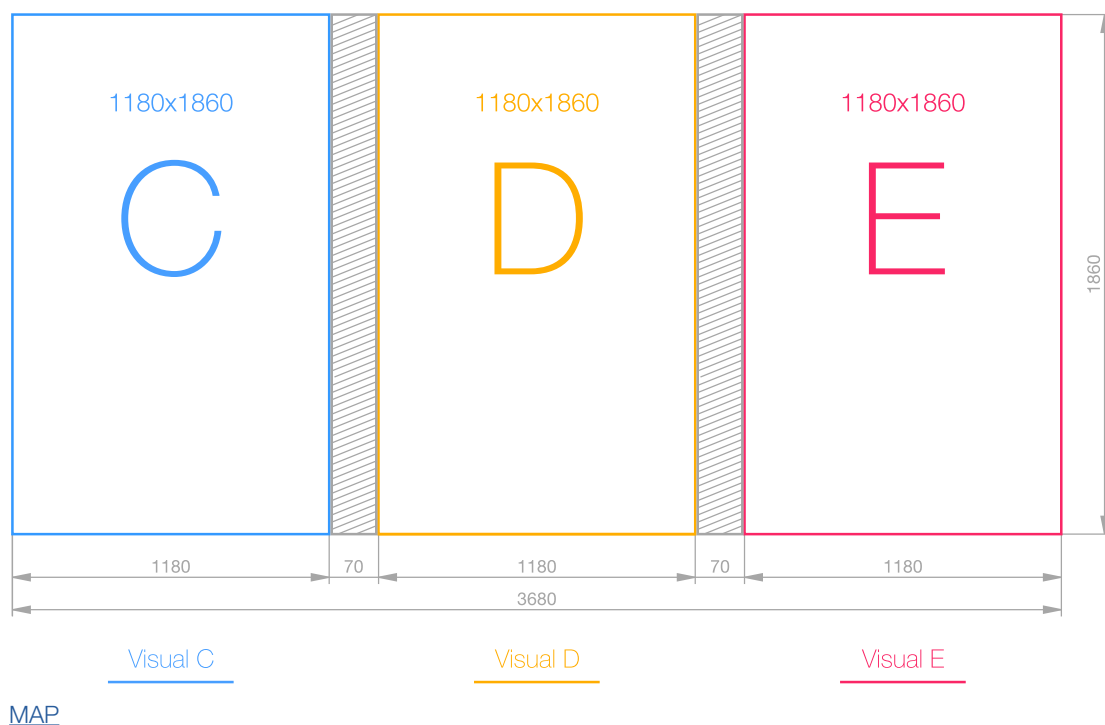Print file should be designed as integral visual 3720x2000 mm, which is cut into three pieces:
Visual C – 1220x2000 mm, Visual D – 1220x2000 mm, Visual E –1220x2000 mm.
Between visuals C – D, D – E, there should be a cut of 30 mm.

Margins

Important content such as slogans, logos and etc. must be pulled back 35 mm from left and right edges.
On visuals C, D, E margins should be 400 mm from the ground (as bench could hide some elements – please take
a look at the sketch above). All texts and fonts must be converted to curves.

1180x1860	1180x1860	1180x1860
C	D	E

1860

| 1180 | 70 | 1180 | 70 | 1180 |

3680

Visual C   Visual D   Visual E

MAP

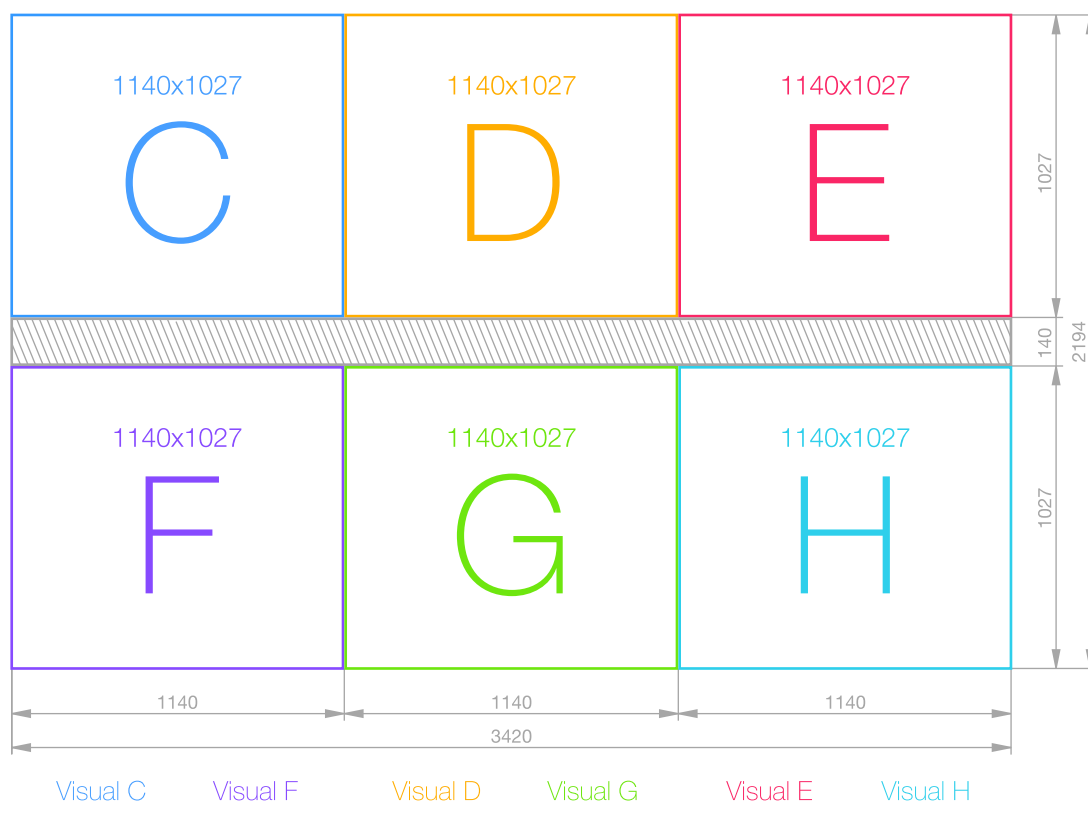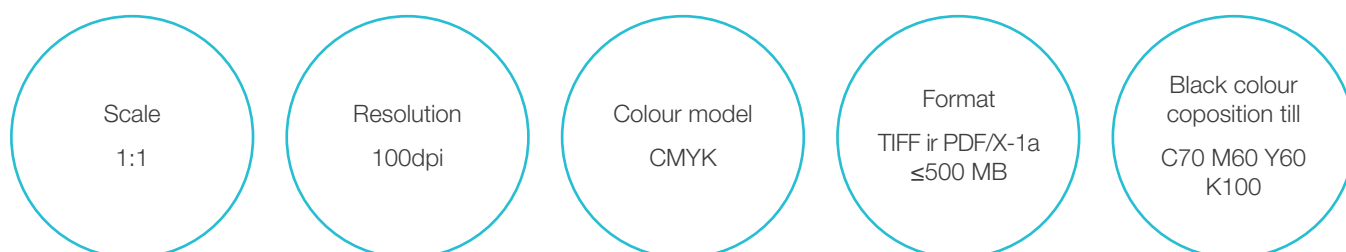| Scale	Resolution	Colour model	Format	Black colour coposition till
1:1	100dpi	CMYK	TIFF ir PDF/X-1a ≤500 MB	C70 M60 Y60 K100

Print file dimensions

Print file should be designed as integral visual 3680x1860 mm, which is cut into three pieces:
Visual C – 1180x1860 mm, Visual D – 1180x1860 mm, Visual E –1180x1860 mm.
Between visuals C – D, D – E, there should be a cut of 70 mm.

Margins

Important content such as slogans, logos and etc. must be pulled back 35 mm from left and right edges.
On visuals C, D, E margins should be 400 mm from the ground (as bench could hide some elements – please take
a look at the sketch above). All texts and fonts must be converted to curves.

1140x1027	1140x1027	1140x1027
C	D	E
1140x1027	1140x1027	1140x1027
F	G	H

1027 · 140 · 2194 · 1027

1140 · 1140 · 1140 · 3420

Visual C   Visual F   Visual D   Visual G   Visual E   Visual H

MAP

Scale	Resolution	Colour model	Format	Black colour coposition till
1:1	100dpi	CMYK	TIFF ir PDF/X-1a ≤500 MB	C70 M60 Y60 K100

Print file dimensions

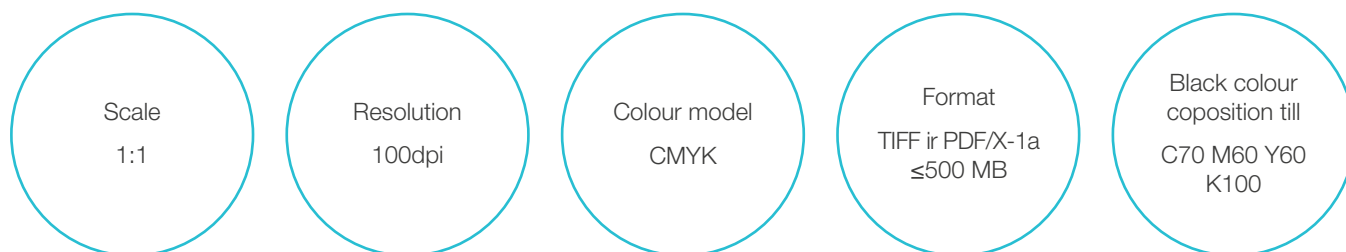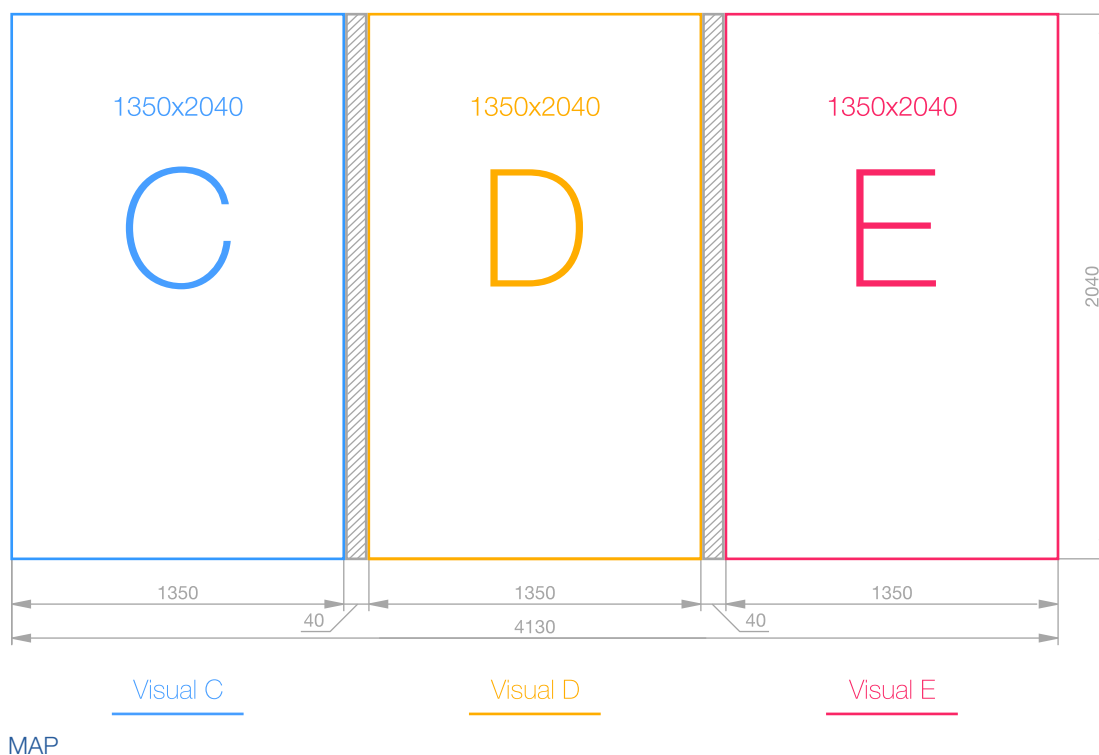Print file should be designed as integral visual 3420x2194 mm, which is cut into six pieces:
Visuals C, D, E, F, G, H should be 1140x1027 mm each.
Between visuals C – F, D – G, E – H, there should be a cut of 140 mm. If a client wants to wrap a frame – it is needed to prepare an aditional visual of 3420x160 mm dimensions for a frame.

Margins

Important content such as slogans, logos and etc. must be pulled back 35 mm from left and right edges.
On visuals C, D, E margins should be 600 mm from the ground (as bench could hide some elements – please take a look at the sketch above). All texts and fonts must be converted to curves.

1350x2040   1350x2040   1350x2040

C   D   E

2040

1350   1350   1350

40   40

4130

Visual C   Visual D   Visual E

MAP

Scale
1:1

Resolution
100dpi

Colour model
CMYK

Format
TIFF ir PDF/X-1a
≤500 MB

Black colour
coposition till
C70 M60 Y60
K100

Print file dimensions

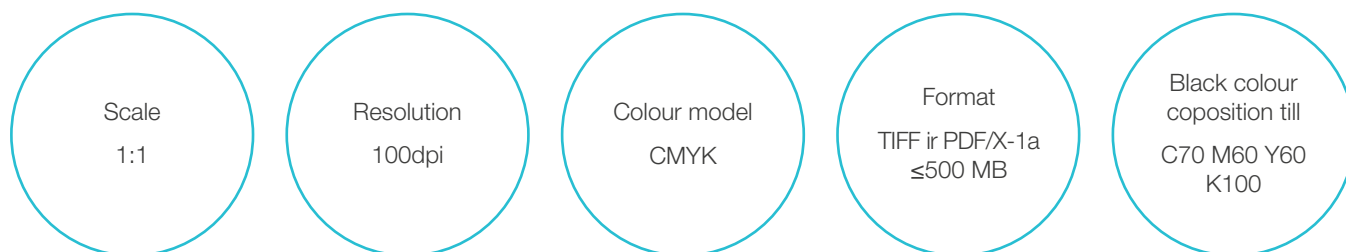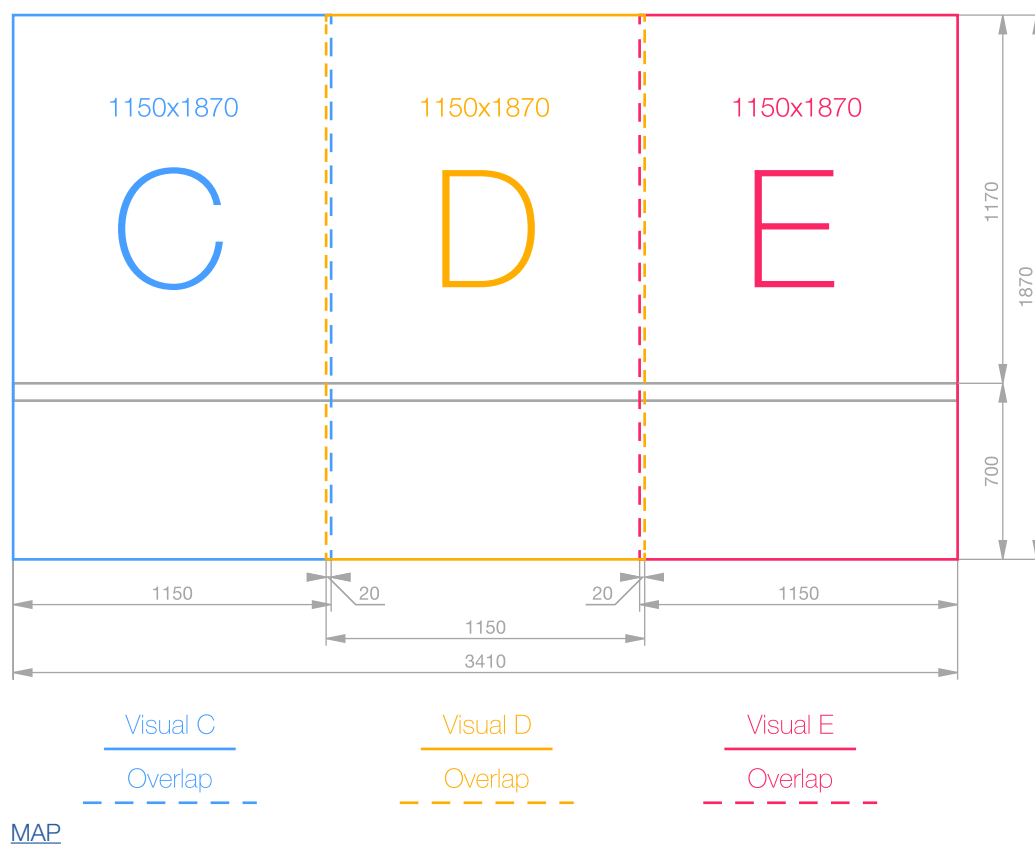Print file should be designed as integral visual 4130x2040 mm, which is cut into three pieces:
Visual C – 1350x2040 mm, Visual D – 1350x2040 mm, Visual E –1350x2040 mm.
Between visuals C – D, D – E, there should be a cut of 40 mm.

Margins

Important content such as slogans, logos and etc. must be pulled back 35 mm from left and right edges.
On visuals C, D, E margins should be 400 mm from the ground (as bench could hide some elements – please take a look at the sketch above). All texts and fonts must be converted to curves.

Print file dimensions

Print file should be designed as integral visual 3410x1870 mm, which is cut into three pieces:
Visual C – 1150x1870 mm, Visual D – 1150x1870 mm, Visual E – 1150x1870 mm.
Between visuals C – D, D – E, there should be a 20 mm overlap.

Margins

Important content such as slogans, logos and etc. must be pulled back 35 mm from left and right edges.
On visuals C, D, E margins should be 250 mm from the ground (as bench could hide some elements – please take a look at the sketch above). All texts and fonts must be converted to curves.

Notes

Please include following information into the print file name:

Campaign name;

· Type of bus shelter;

· Dimensions of print file;

· Letter of glass part.

(E.g. Campaign name_Foster_1265x2165mm_C.tif).

Language

All the information provided on advertising material should comply with Lithuanian laws and regulations. All texts must be presented in Lithuanian language.

Material submission

The Advertiser must send the final mock-up of the content of the advertising material to JCDecaux by e-mail to the project manager serving the Advertiser at least seven (7) business days bef ore the start of the advertising campaign, unless dif f erent deadlines are agreed.

We recommend using the following transfer link: https://jcdecauxlietuva.wetransfer.com/