

BillBoards Technical specification (Plak)

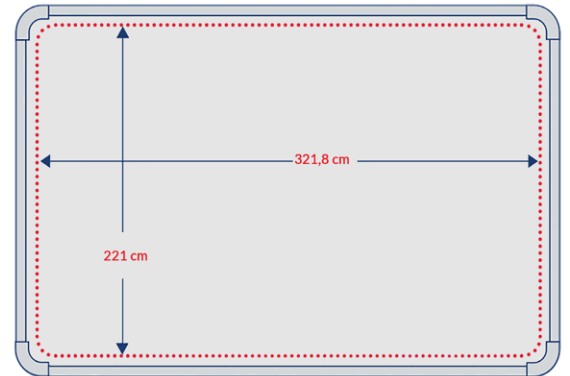
DESIGN INFORMATION

Size 332 x 236 cm (wxh)
Viewable size 321,8 x 221 cm (wxh)
Efflux 3mm

Design For optimal visibility we advise placement of essential texts or images well within the viewable area.

- Simplicity is the main element for your design to communicate optimally
- Communicate short but to the point
- Do not use too many text and images
- Use short, clear words
- Use contrasting and bright colours, preferably colours that represent your brand
- Use a clear branding by focussing on your logo and name
- We advise against the enlargement of an existing print campaign

Quantity According to booking plus 20% spare material



DELIVER DIGITAL DESIGN

Scale 10% of the final format (33,2 x 23,6 cm)
Digital resolution 600 DPI on scale format
Print Certified PDF file version 1.4 including a representative color test
Color format Full Color
Delivery of design The digital files have to be delivered 10 days before the start of the campaign
URL www.mmdmedia.wetransfer.com (attn. traffic@mmdmedia.nl quoting MMD Media + campaign name)

DELIVER POSTERS

Material 120 gr blueback
Color formatting Full Color
Delivery posters At the expense and risk of the client
Schedule Material must be received Wednesday prior to campaign date
Delivery address CP&A
Dukdalfweg 7
1041 BC Amsterdam
attn. Marcel van Vuren
quoting MMD Media + campaign name