

BillBoards Technical specification (Vitrines)

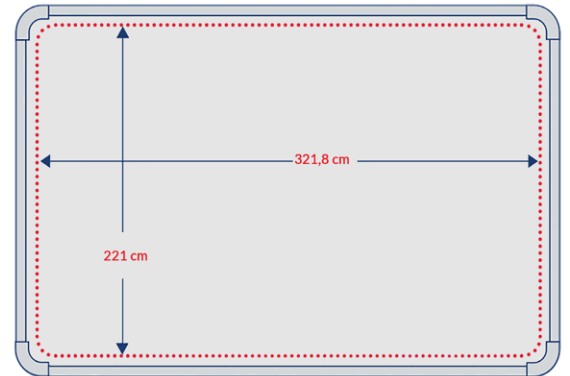
DESIGN INFORMATION

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 bestand versie 1.4 inclusief representatieve kleurproef
Color format Full color / Reverse printing (we recommend a standard of 2 colors and 3 colors for skin tones)
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 150 grs double sided matte light-diffusing for backlighting)
Color formatting Full color / Reverse printing (we recommend a standard of 2 colors and 3 colors for skin tones)
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

quoting MMD Media + campaign name