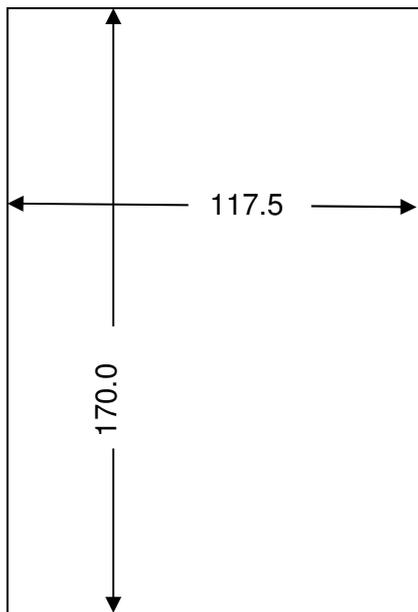
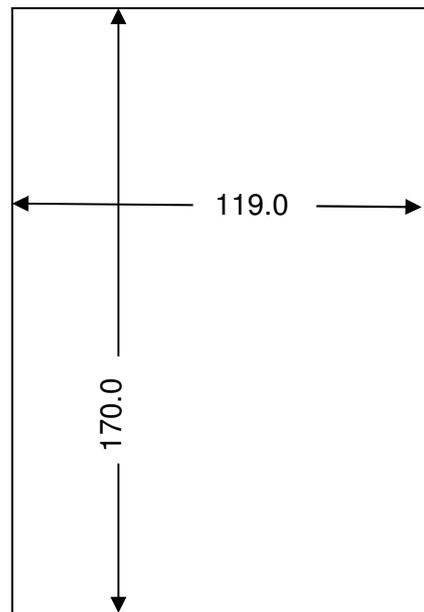


In order to guarantee a top-quality poster campaign with the maximum possible impact, we recommend that you only use printing services which offer the necessary expertise.

**Adhesive billboard (117.5 x 170 cm)**



**Illuminated billboard (119 x 170 cm)**



**Posting technique**

Even the very last step of the production process must be fully considered. As romantic as the image of a man on a ladder putting up posters may seem, dealing with ready printed posters does not involve any painstaking finishing. Before being transported to their respective sites, the posters are repeatedly folded and vigorously soaked in water. The paper absorbs a considerable amount of water and can expand by up to 4 cm in width. The technical specifications of the billboard dimensions account for such paper expansion and are larger than the standard format. **However, elements essential to the image, especially the text, should be placed at least 4 cm away from the edge at the top, bottom and sides (mandatory for posters destined for display in illuminated windows).**

**Standard poster (for wet bonding)**

As with most printed materials, the grain of the paper in poster printing is crucial. The paper absorbs a considerable amount of water through the wet bonding process and can expand up to 4 cm, approx 3%, in width. Therefore, it is most important to exclusively use narrow-band paper (horizontal expansion) with a pattern printed on the back or blue back paper (prevents the object that the poster has been pasted over from showing through). Poster paper needs to be super white and wood-free in order to avoid turning yellow during the posting period. The paper must weigh between 110 g/m<sup>2</sup> and 120 g/m<sup>2</sup>. Recommended poster papers are super white, wood-free, fully glued, moisture resistant and have a rough back side. Standard posters must be able to absorb moisture and still remain tear-proof.

**Clear Channel Schweiz AG**

Filiale:  
Chrummacherstrasse 2  
CH-8954 Geroldswil  
T +41 (0)58 455 52 00  
F +41 (0)58 455 52 99  
clearchannel.ch

Hauptsitz:  
Rothusstrasse 2b  
CH-6331 Hünenberg  
T +41 (0)58 455 50 00  
F +41 (0)58 455 50 99  
clearchannel.ch

**Clear Channel International**

Austria  
Australia  
Belgium  
Czech Republic  
China  
Denmark

Dubai  
Estonia  
Finland  
France  
Germany  
Hong Kong

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Ireland  
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New Zealand  
Norway  
Poland  
Portugal  
Romania  
Russia

Singapore  
Spain  
Sweden  
Switzerland  
Turkey  
United Kingdom

Please use water-resistant printing inks only so that these do not crack on the folds. The posters must be dried out completely before delivery. Standard posters are machine-folded and are soaked for up to four days before being displayed.

**Illuminated billboards** (for illuminated windows / scrollers / tri-vision billboards)

For the best possible illuminating effect, you must specify illuminated billboard paper. The paper must weigh between 135 g/m<sup>2</sup> and 150 g/m<sup>2</sup>. These posters are “lit through” from behind, thus

displaying them with optimum brilliance. If possible, the illuminated billboard paper must not be allowed to absorb any moisture and must not have any back side pattern or blue back. An optimal impact is reached with an additional 3-coloured back side printing (diapositive print: 3 colours, without black).

**Digitally printed posters** (for wet bonding)

For digitally printed posters, use exclusively narrow-band paper (horizontal expansion), which absorbs moisture and still remains tear-proof. Please use water-resistant printing inks only so that these do not crack on the folds. The posters must be dried out completely before delivery. The posters are also machine-folded and soaked for a maximum of 24 hours before being displayed. Upon delivery, “digital print” must be written on the delivery note.

**Inks**

The use of luminous, fluorescent and gold, silver or other metallic inks is prohibited under Swiss law.

**Spare posters**

The maintenance of poster campaigns requires spare posters which are to be delivered together with the poster delivery. As a rule, we request an addition of approx. 20% of the ordered space.

**Delivery of posters**

Preferably, smaller quantities (up to 50 pieces) should be rolled up whereas larger quantities should be delivered unrolled, i.e. flat, piled up. Each of the various posters must be labelled with the subject description text and language. It is compulsory to further include a delivery note with the following requested data:

- client/agency
- subject
- language
- format
- posting period

The delivery note must in any case include a respective comment should the delivery contain posters with digital print.

The execution of an order demands conscientious preparation work:

- preparation of luminous posters
- folding and assignment of quantities per subject, format and language
- postal delivery to the bill posters in charge
- and the organisation of the posting tour per area

These are time-intensive factors. **The posters therefore must be delivered at least 14 days before the start of the display period.** A perfect execution of the order cannot be guaranteed in case of delayed deliveries.

**Delivery address**

Clear Channel Schweiz AG, Filiale Geroldswil, Chrummacherstrasse 2, CH-8954 Geroldswil