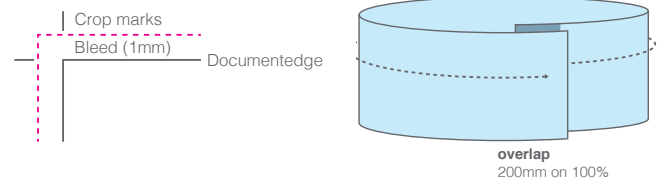


# SPECIAL PILLAR AMSTERDAM

## Specifications

### SPECIAL 1 (638\*334):

<b>Pillar size</b>	6180 x 3340 mm
<b>Layout file size</b>	638 x 334 mm (10% of true size)
<b>Margins</b>	20 mm on the left side <i>For any deviation in the diameter of the pillar. <b>Make sure no important information is placed here, but let the design (image, color block) continue here.</b> We also do not recommend <b>exact</b> image or text flow. The right side of the design will fall over the left side.</i>
<b>Bleed</b>	1 mm Add crop marks
<b>Full colour</b>	Make sure your photos and image are assigned a CMYK profile
<b>Resolution</b>	300-600 dpi and CMYK <i>Use of uncompressed images is preferred. When uncompressed images are not at your disposal make sure the images are not too heavily compressed.</i>
<b>Fonts</b>	Convert text to outlines



### Design advise

**File layout** The Special Pillar is only visible from a distance, use large text and images. A passer-by never sees all sides of the Special Pillar, therefore repeat the message in the design (2 or 3 times).

### Deliver

<b>Format</b>	PDF
<b>File size</b>	The PDF is allowed to be a maximum of 1000 MB (1 GB) in size.
<b>Submit file</b>	Submit file no later than 3 weeks before the start of the campaign. You can send the files with the <b>order number in the file name</b> to your contact person as stated in the order confirmation. If your campaign has <b>multiple advertising posters</b> , these should be <b>delivered separately</b> in PDF.

### Contact

If you have any questions you can contact your personal accountmanager.

**QR-code CORRECTLY placed:** within one of the 12 sections!



**QR-code WRONG placed:** on the cutting line of the sections!

