

SPECIAL PILLAR DEN HAAG

Vondelstraat, Lange Voorhout, Emmapark, Tournooiveld

Specifications

SPECIAL 4 (525*375):

Pillar size 5050 x 3750 mm

Layout file size 525 x 375 mm (10% of true size)

Margins 20 mm on the left side

*For any deviation in the diameter of the pillar. **Make sure no important information is placed here, but let the design (image, color block) continue here.** We also do not recommend **exact** image or text flow. The right side of the design will fall over the left side.*

Bleed 1 mm

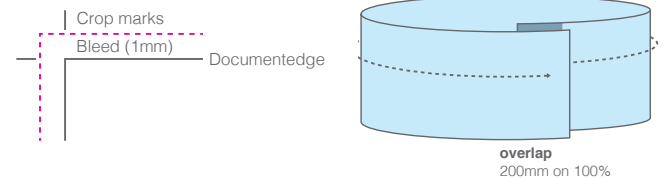
Add crop marks

Full colour Make sure your photos and image are assigned a CMYK profile

Resolution 300-600 dpi and CMYK

Use of uncompressed images is preferred. When uncompressed images are not at your disposal make sure the images are not too heavily compressed.

Fonts 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

Format PDF

Submit file Submit file no later than 3 weeks before the start of the campaign. You can send the files with the **order number in the file name** to your contact person as stated in the order confirmation. If your campaign has **multiple advertising posters**, these should be **delivered separately** in PDF.

Contact

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

QR-code CORRECTLY placed: within one of the 10 sections!



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

