



Design file technical requirements

JCDecaux Estonia

2023

Measurements of design: 1:1

Poster size: 1185 x 1750 mm

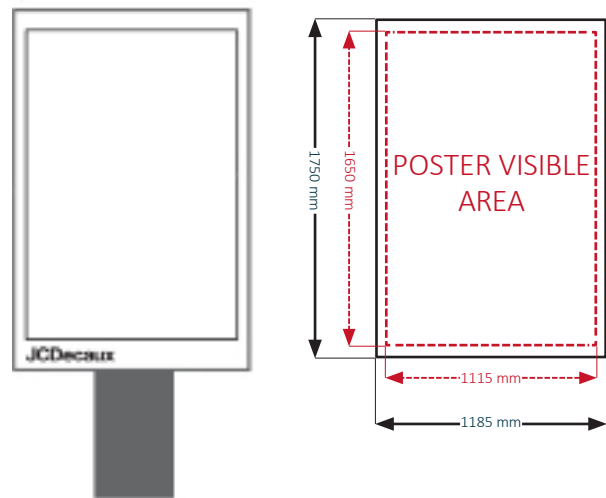
Minimum file resolution: 72 dpi

Format: PDF/X-1a

Colors: CMYK

Spot color black:

C60 M60 Y60 K100



Please leave 5cm from top and bottom, 3.5 cm from right and left side without any important layout elements like text. This area will partly go behind the frame but still has to be in the same color with the layout background.

PDF/X-1a

Every design must be in a separate file

All color pictures and tones used in the design must be in CMYK.

Spot colors must be converted into CMYK format

Mark the file name as follows (do not use letters with dots):

- Client_campaign_measurements.pdf
- Example: Stockmann_Hullud_paevad_1185x1750_mm.pdf
- Example: Stockmann_Hullud_paevad_1185x1750_mm_2.pdf

Sending materials

1) WeTransfer or another similar medium

Upload the materials to WeTransfer/another medium and send them to a JCDecaux contact or to the address info@jcdecaux.ee

2) Files under 10MB can be sent by e-mail to the JCDecaux contact

Paper

Abribus Paper 150g/m², paper coated from both sides for outdoor use

JCDecaux only accepts PDF/X-1a standard compatible files.

Printing quality guarantee does not extend to other versions of PDF files. For colored objects (including white objects, except 100% black objects) there can't be a defined overprint. If the client orders posters themselves, the client is responsible for the posters compliance and quality.

Measurements of design:

- 1:1 or 1:10

Poster size: 5950 x 2950mm

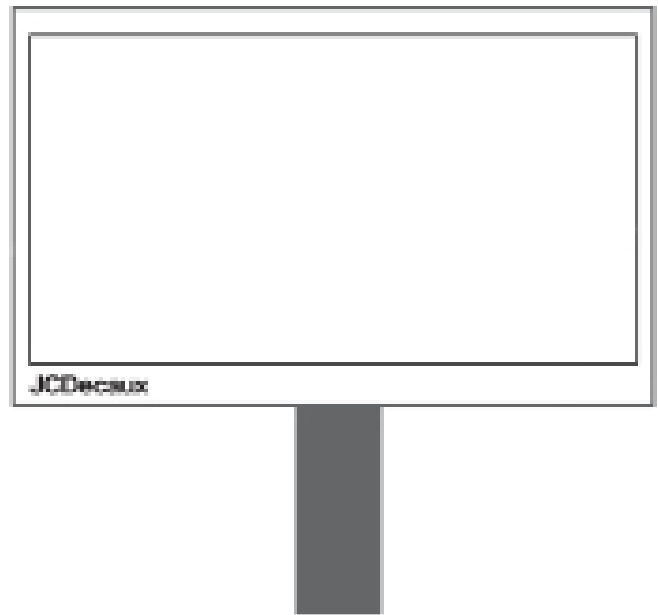
Minimum file resolution: 72 dpi

Format: PDF/X-1a

Colors: CMYK (for vector and picture files)

Spot Color Black:

C60 M60 Y60 K100



PDF/X-1a

Every design must be in a separate file

All color pictures and tones used in the design must be in CMYK.

Spot colors must be converted into CMYK format

Resolution 1:1- 72 dpi; 1:10- 720 dpi

Mark the file name as follows (do not use letters with dots):

Client_campaign_measurements.pdf

- Example: Stockmann_Hullud_paevad_5950x2950_mm.pdf
- Example: Stockmann_Hullud_paevad_5950x2950_mm_2.pdf

PVC or PE poster

Material: PVC front lit or PE(PVC-free)

In case of a PVC poster – the channels meant for fixing fillets at every edge must be present. Channels must be bended back and sewn/welded, open at both ends and with a width of 7cm.

PVC fabric should be at least 450 g/m2, 350-400 g/m2 is laminated fabric, which does not last in climate conditions. Printing house is responsible for quality of fabric.

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Measurements of design:

- 1:1 or 1:10

Poster size: 3180 x 2350mm

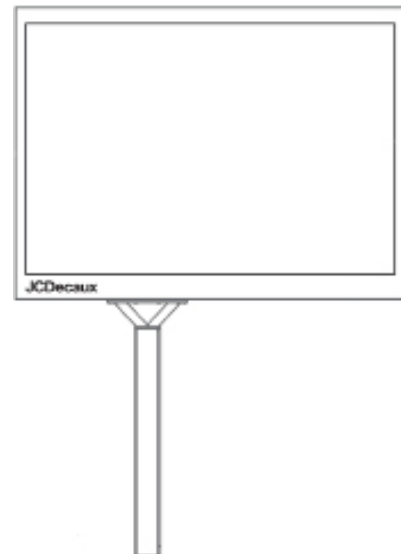
Minimum file resolution: 72 dpi

Format: PDF/X-1a

Colors: CMYK (for vector and picture files)

Spot Color Black:

C60 M60 Y60 K100



PDF/X-1a

Every design must be in a separate file

All color pictures and tones used in the design must be in CMYK.

Spot colors must be converted into CMYK format

Resolution 1:1- 72 dpi; 1:10- 720 dpi

Mark the file name as follows (do not use letters with dots):

Client_campaign_measurements.pdf

- Example: Stockmann_Hullud_paevad_3180x2350_mm.pdf
- Example: Stockmann_Hullud_paevad_3180x2350_mm_2.pdf

PVC/PP poster

Material: PVC back lit or PP for outdoor use

PVC poster with eyelets Eyelets must be installed to bended back edges. First eyelet in the corner. Second eyelet 20 cm and all next ones 50 cm.

Please leave 95 mm from top, bottom, right and left side without any important layout elements like text.

Sending materials

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Premium paper

Large format

Measurements of design:

- 1:1 or 1:10

Poster size: 3150 x2300mm

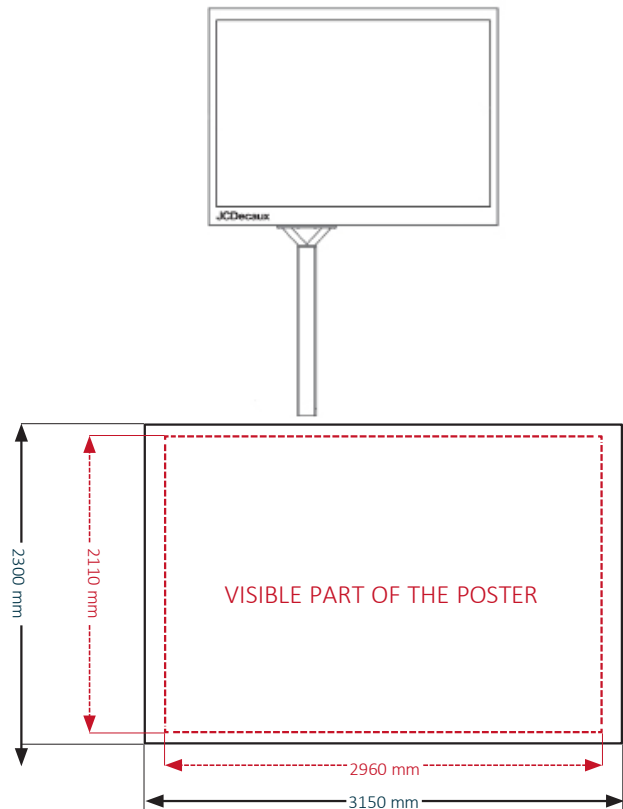
Minimum file resolution: 72 dpi

Format: PDF/X-1a

Colors: CMYK (for vector and picture files)

Spot Color Black:

C60 M60 Y60 K100



PDF/X-1a

Every design must be in a separate file

All color pictures and tones used in the design must be in CMYK.

Spot colors must be converted into CMYK format

Resolution 1:1- 72 dpi; 1:10- 720 dpi

Mark the file name as follows (do not use letters with dots):

Client_campaign_measurements.pdf

- Example: Stockmann_Hullud_paevad_3150x2300_mm.pdf
- Example: Stockmann_Hullud_paevad_3150x2300_mm_2.pdf

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Poster

Material: Abribus Paper 150g/m2, paper coated from both sides for outdoor use.

Please leave 95mm from top, bottom and sides without important layout elements like logos/text and design elements. This area will go behind the frame but still has to be in the same color with the layout's background.

Resolution: 900x600px

Aspect ratio 3:2

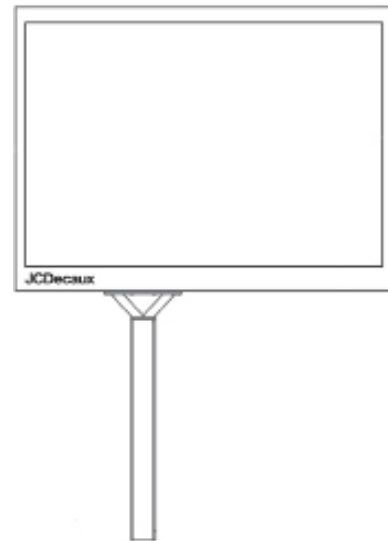
Format JPEG; MP4

Colors: S-RGB; 8bit/channel

Digital poster: 10 seconds, 20 MB max

Deadline: 7 days before the campaign starts

PDF, Flash, or GIF formats are not supported



Digital poster

An animated 10 second digital poster.

The file must be marked as follows (do not use letters with dots).

(wk1_JCDecaux_monday_900x600_v1.mp4)

Calendar week_Client_comment_size_version.format

Locations on map

<http://geo.jcdecaux.ee/et/campaign/bffhcdifi>

Sending the materials

1) WeTransfer or another similar medium

Upload the materials to WeTransfer/another medium and send them to a JCDecaux contact or to the address digital@jcdecaux.ee

2) Files under 10MB can be sent by e-mail to the JCDecaux contact

Design rules

- **The digital poster cannot disturb traffic in any way.**
- Digital posters **cannot contain background switches** with a high contrast or gamma ratio.
- All moving elements should be **slow and smooth**, use smooth transition techniques such as crossfade or similar.
- Do not add transitions to the beginning and end of the digital poster, JCDecaux adds crossfade between advertisers automatically
- The whole design or its elements cannot be in a constant and fast-moving state.

Sample designs can be found at: www.jcdecaux.ee/digiplakat

Resolution: 1440x720px

Aspect ratio 2:1

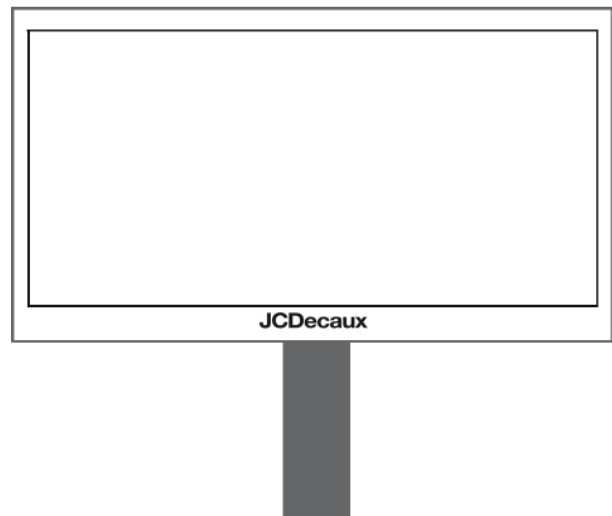
Format JPEG; MP4

Colors: S-RGB; 8bit/channel

Digital poster: 10 seconds, 20 MB max

Deadline: 7 days before the campaign starts

PDF, Flash, or GIF formats are not supported



Digital poster

An animated 10 second digital poster.

The file must be marked as follows (do not use letters with dots).

(wk1_JCDecaux_monday_1440x720_v1.mp4)

Calendar week_Client_comment_size_version.format

Locations on map

<http://geo.jcdecaux.ee/et/campaign/bfigcfiiei>

Sending the materials

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Design rules

- **The digital poster cannot disturb traffic in any way.**
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- The whole design or its elements cannot be in a constant and fast-moving state.

Sample designs can be found at: www.jcdecaux.ee/digiplakat

Measurements of design: 1:1

Poster size: 4880 x 3040 mm

Minimum file resolution: 72 dpi

Format: PDF/X-1a

Colors: CMYK (for vector and picture files)

Spot Color Black:

C60 M60 Y60 K100



PVC poster

Material: PVC back lit for outdoor use

10 cm from every edge to be left without important texts or other information, because the edges will be covered with the frame profile.

Metal eyelets for fastening with diameter of 1-1,5cm, external diameter 2,5cm, at each edge with spans of 20 cm. To be installed on double edges bent back, with width of max 7 cm. Distance of center of eyelet from edge 2 cm, the distance of the first eyelet from the edge of corners 7 cm. No eyelets can be placed in the corners.

PVC fabric should be at least 450 g/m2, 350-400 g/m2 is laminated fabric, which will not last in climate. Printing house is responsible for quality of fabric. Recommended to check out fabric before printing.

PDF/X-1a

Every design must be in a separate file

All color pictures and tones used in the design must be in CMYK.

Spot colors must be converted into CMYK format

Resolution 1:1- 72 dpi; 1:10- 720 dpi

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Dimensions: 1:1

Poster size: 5670 x 2810 mm

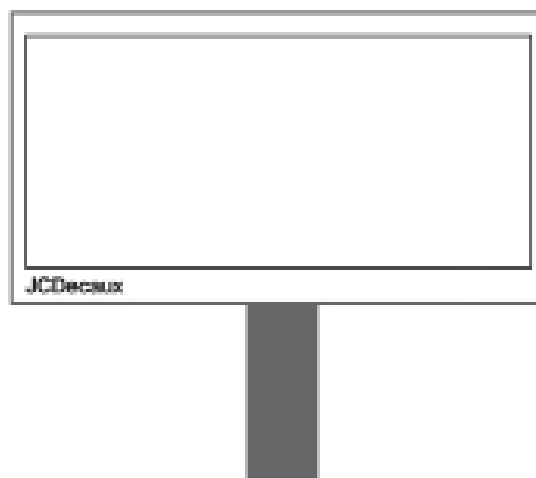
Minimum file resolution: 72 dpi

Format: PDF/X-1a

Colors: CMYK (for vector and picture files)

Spot Color Black:

C60 M60 Y60 K100

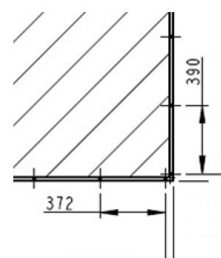
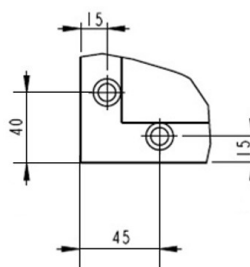


PVC plakat

Material: PVC frontlit

PVC poster with eyelets. Eyelets must be installed to bended back edges.

- Eyelets on right and left sides: First eyelet 40mm from the the corner. After that with a step of 390mm.
- Top&bottom eyelets: First eyelet 45mm from the the corner. After that with a step of 372mm.



PDF/X-1a

Every design must be in a separate file

All color pictures and tones used in the design must be in CMYK.

Spot colors must be converted into CMYK format

Resolution 1:1- 72 dpi; 1:10- 720 dpi

Mark the file name as follows (do not use letters with dots):

Client_campaign_measurements.pdf

- Example: Stockmann_Hullud_paevad_5670x2810_mm.pdf
- Example: Stockmann_Hullud_paevad_5670x2810_mm_2.pdf

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