



JCDecaux

Design parameters

General information (need to knows)

- Please make sure that the prepared materials would not include fonts.
- The size of the document should be proportional to the dimensions of the poster.
- In case the material contains direct colors, please also enclose the appropriate pantone codes.
- In case of four color-based printing, TIF should be flattened and the black would be the overprint.
- Before the creation of a file in PDF format, please check whether all elements of the document are CMYK.
- The printing of direct colors is not possible! Concerning Offset production (over 120 pieces) the saturation of the dark colors - which provide the base of the poster (such as black, deep purple) – on the most loaded area – must not exceed a 230%! The dark color based posters must be checked by the printing-house! To correct potential errors drying period (min. 2 days) must be observed.
- Please, enclose cromalin or equivalent digital proof, color sample, PANTONE code for printed color guarantee!
- Posters designed to be placed in 'roll-up' (BB, CL) equipment do not allow strips to be placed in a posterior manner, therefore in such cases, the replacement of complete posters are required.
- We undertake a 30-day guarantee for the placement of paper posters, and we request to receive an extra 20% of the amount as spare pieces in order to be able to replace potential damaged pieces.

Submitting informations

File Formats: TIFF (LZW compression), PDF (Composit)

Deadline: 10 workdays before campaign beginning!

Methods: JCDecaux FTP server, wetransfer, CD – DVD

Address: 1027 Budapest, Ganz Street 16. Residence 2 Business center

JCDecaux Hungary Zrt., to: Enikő Treitné Nagy

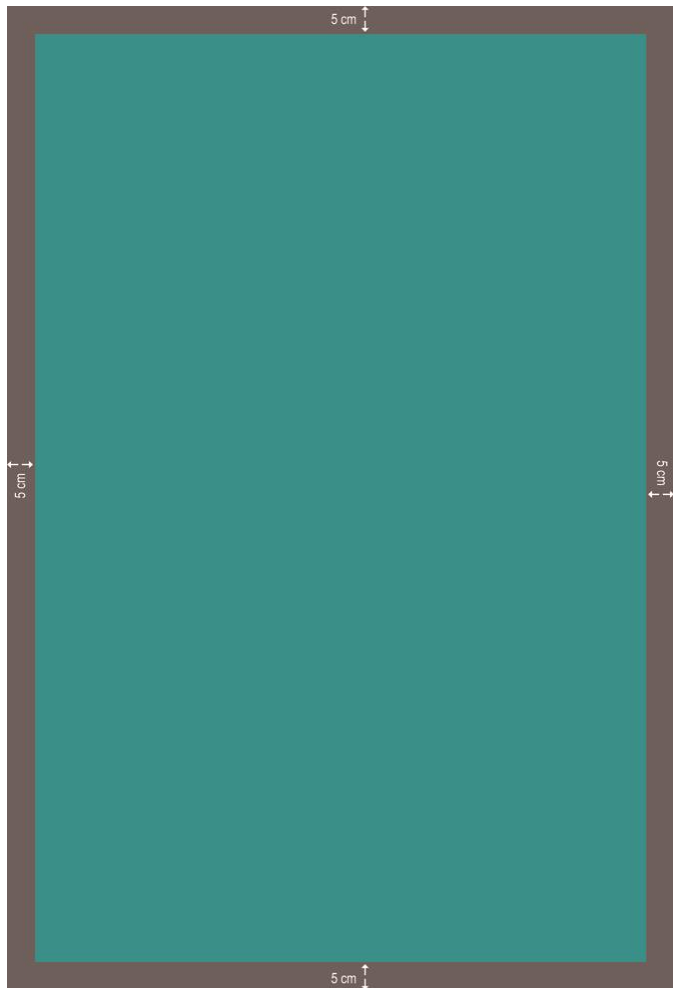
Same address for proof sending and other materials.

FTP: Server: ftp.jcdecaux.hu

User name: direkt_ugyfelek

Password: MNBasd987

Please send notification after any upload via email to gyartas@jcdecaux.com with the following parameters: JCDecaux sales contact, file and directory name.



Citylight

Trim size: 118,5 cm x 175 cm

Resolution:

min. 100dpi - max. 300dpi

*Important informations must be placed **5cm** away from the edges of the poster, because the frame of the surface may cover this area!*

Please plan the creative in trim size, and make sure that all important information is kept within these limits!

Bleed is no need!

Billboard

Trim size: 504 cm x 238 cm

Resolution:

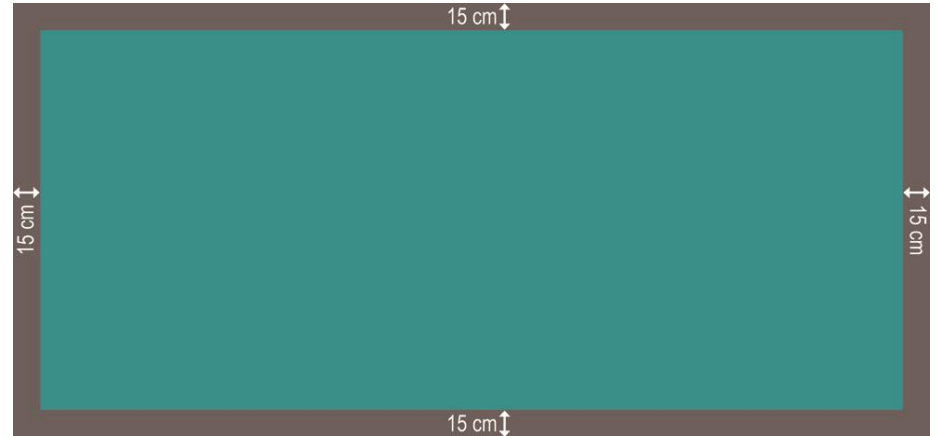
min. 30dpi - max. 100dpi

*Important informations must be placed
15cm away from the edges of the
poster, because placement technology
(water based) may cause the paper to
expand and some edges may get
trimmed!*

Please plan the creative in trim size, and
make sure that all important information is
kept within these limits!

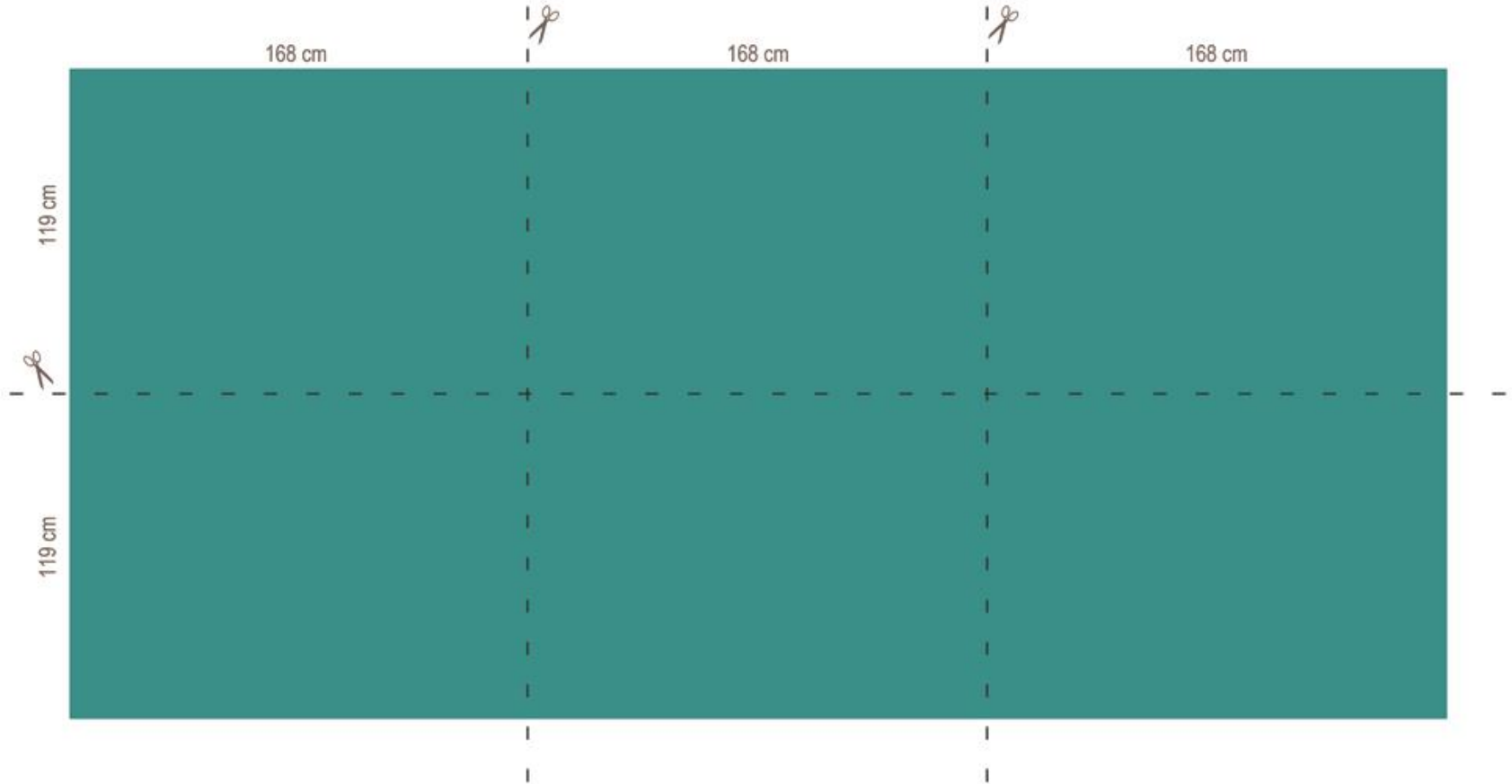
Bleed is no need!

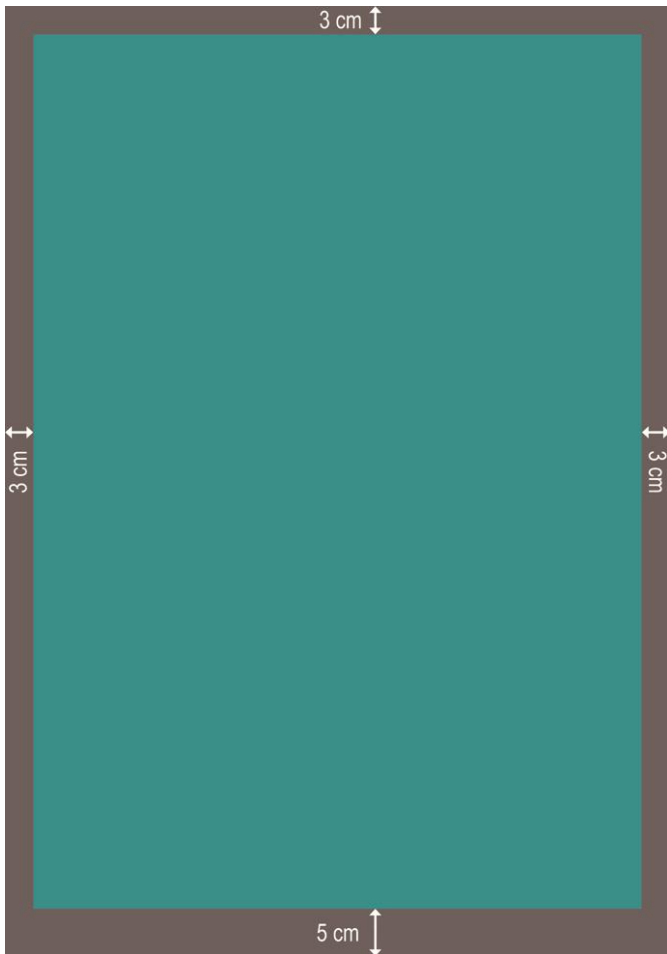
Segmentation on the next slide!



Billboard segmentation

As far as possible don't plan texts to the segment edges please!





Peron B1

Trim size: 70 cm x 100 cm

Resolution:

min. 100dpi - max. 300dpi

*Important informations must be placed **3cm and 5cm** away from the edges of the poster, because the frame of the surface may cover this area!*

Please plan the creative in trim size, and make sure that all important information is kept within these limits!

Bleed is no need!

Peron SPEC B1

Trim size: 77 cm x 87 cm

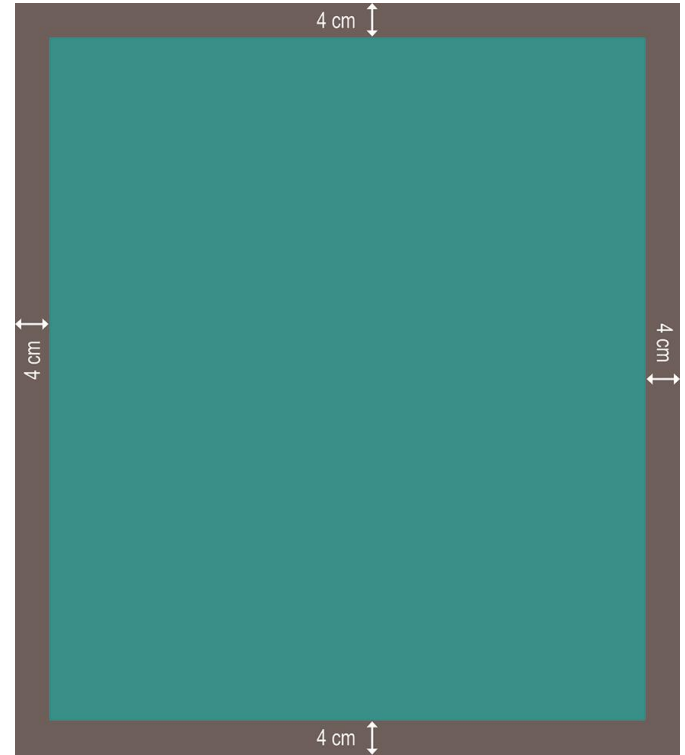
Resolution:

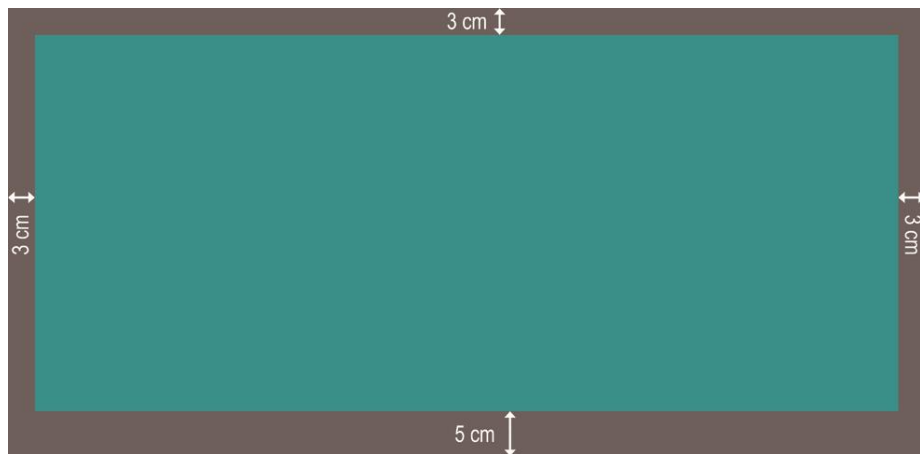
min. 100dpi - max. 300dpi

*Important informations must be placed
4cm away from the edges of the poster,
because the frame of the surface may
cover this area!*

Please plan the creative in trim size, and
make sure that all important information is
kept within these limits!

Bleed is no need!





Peron KO

Trim size: 102,5 cm x 50 cm

Resolution:

min. 100dpi - max. 300dpi

*Important informations must be placed **3cm and 5cm** away from the edges of the poster, because the frame of the surface may cover this area!*

Please plan the creative in trim size, and make sure that all important information is kept within these limits!

Bleed is no need!

Peron Circle

Trim size: 70 cm (diameter)

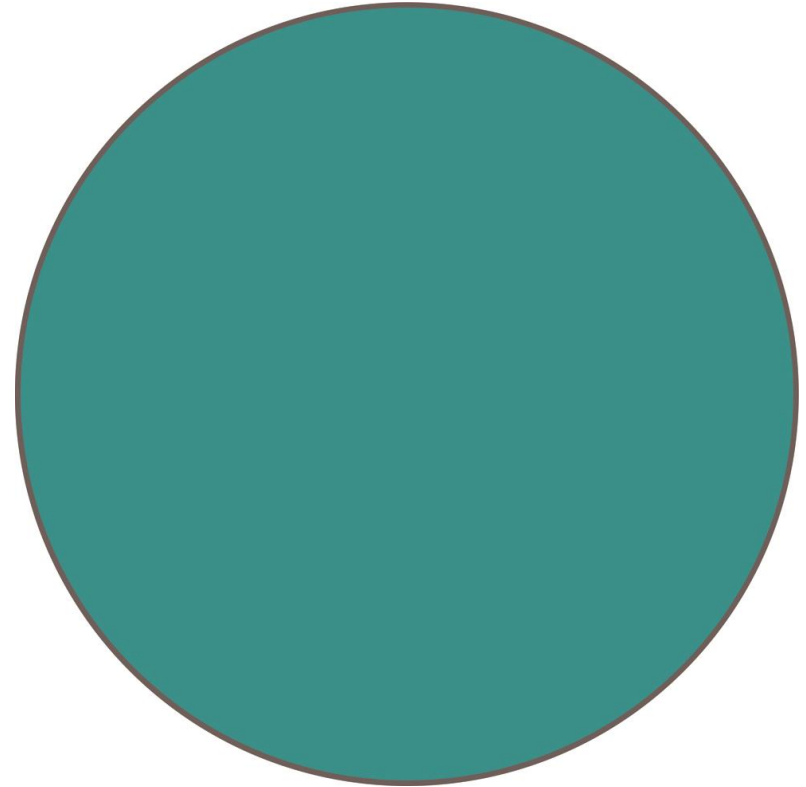
Resolution:

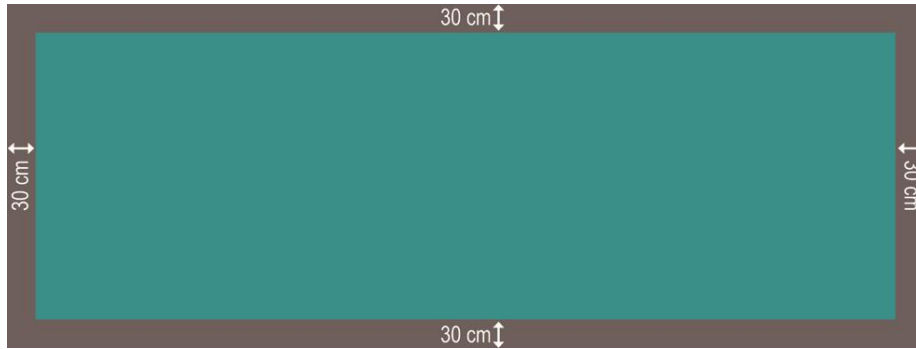
min. 100dpi - max. 300dpi

*Important informations must be placed
1cm away from the edges of the poster,
because the frame of the surface may
cover this area!*

Please plan the creative in trim size, and
make sure that all important information is
kept within these limits!

Bleed is no need!





Magnum

Trim size: 960 cm x 360 cm

Resolution:

min. 30dpi - max. 100dpi

*Important informations must be placed **30cm** away from the edges of the poster, because placement technology (water based) may cause the paper to expand and some edges may get trimmed!*

Please plan the creative in trim size, and make sure that all important information is kept within these limits!

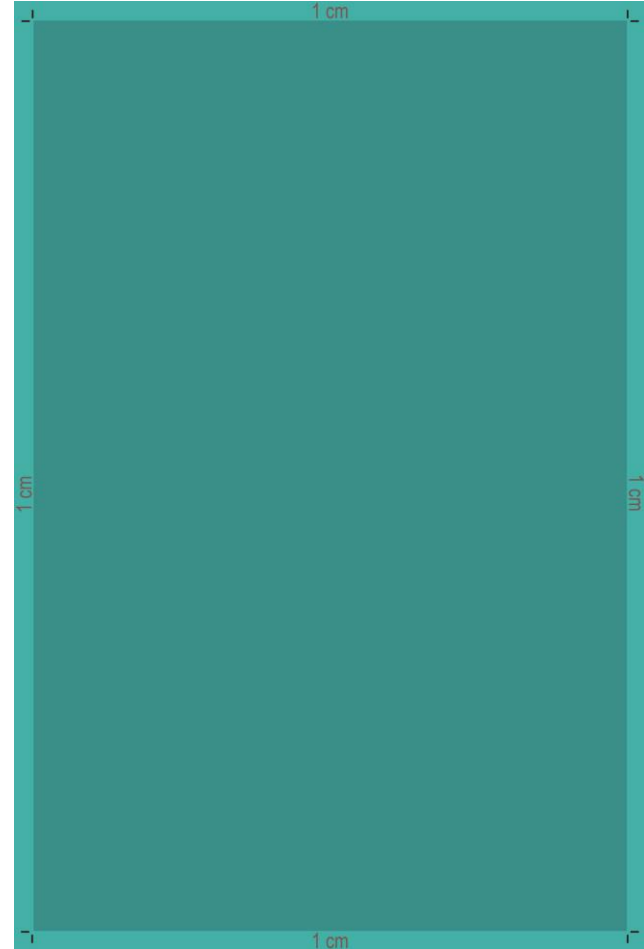
Bleed is no need!

4-6 tram surfaces

Trim size: 30 cm x 46 cm

Resolution:
min. 100dpi - max. 300dpi

Bleed: **1cm** bleed is needed!



JCDecaux

Production parameters

General information

We are not in a position to provide a guarantee for strips postering (subsequent over-posting), therefore it is not recommended by us.

There is no possibility for the strip postering (subsequent over-posting) of posters to be placed in roll-up equipment. In such case the poster needs to be completely replaced.

We shall assume a 30-day guarantee for paper posters delivered as per the specifications.

In addition thereto, we also require a 20% reserve quantity for the repair of potential damages.

In the course of production, the dark colours forming the basis of the poster (e.g. black, dark purple) may not exceed 230% at the most affected parts of the creative. In order to eliminate possible errors, in the case of these posters a min. 2-day drying time shall be observed in any case before shipping.

Printing requirements of paper posters

Material quality: It is expected that the paper posters be placed in public spaces withstand the physical demands of preparation and placement, the outside impacts of getting wet, and dilation caused by temperature fluctuations. The compliance thereof shall be guaranteed by the printing works.

Use of ink: It is expected that inks used to print posters be resistant to the impacts of preparation (folding, soaking, transportation) and placement; and for them to have adequate protection against the weather (rain, sunshine, temperature fluctuations). Compliance with those parameters shall be the obligation of the printing works.

The posters received shall at all times be in a condition ready for use.

During drying time they shall remain at the printing works.

Shipment

- We request higher-volume posters (over 50 pcs) to be delivered spliced on pallets, with anti-slip fixing, and small-volume ones (less than 50 pcs) packed in rolled form.
- The posters should be separated by elements, except for those with individual sizes. There may be max. 1500 sheets of posters placed on a pallet.
- Please indicate the lay-out of the posters contained in the package on all packages.

Submission deadline for posters: 4 business days prior to the launch of the campaign.

Delivery address: JCDecaux Hungary Zrt. Raktár, 1097 Gubacsi út 24. Building D Unit D7

Contact: Máté Szórád, e-mail: raktar@jcdecaux.com

Receipt of posters: on weekdays 9 a.m. to 4 p.m. any times or methods of receipt deviating therefrom shall only be possible subject to written notification on the day preceding shipment.

Poster sizes and materials

150 g enamelled paper

Citylight

Cut size: 118.5 cm x 175 cm

Resolution (in cut size): min. 100dpi - max. 300dpi

Platform B1

Cut size: 70 cm x 100 cm

Resolution (in cut size): min. 100dpi - max. 300dpi

Platform KO

Cut size: 102.5 cm x 50 cm

Resolution (in cut size): min. 100dpi - max. 300dpi

Platform Round

Cut size: 70 cm (diameter)

Resolution (in cut size): min. 100dpi - max. 300dpi

105 g - 120 g blueback paper

Billboard

Cut size: 504 cm x 238 cm

Resolution (in cut size): min. 30dpi - max. 100dpi

Magnum

Cut size: 960 cm x 360 cm

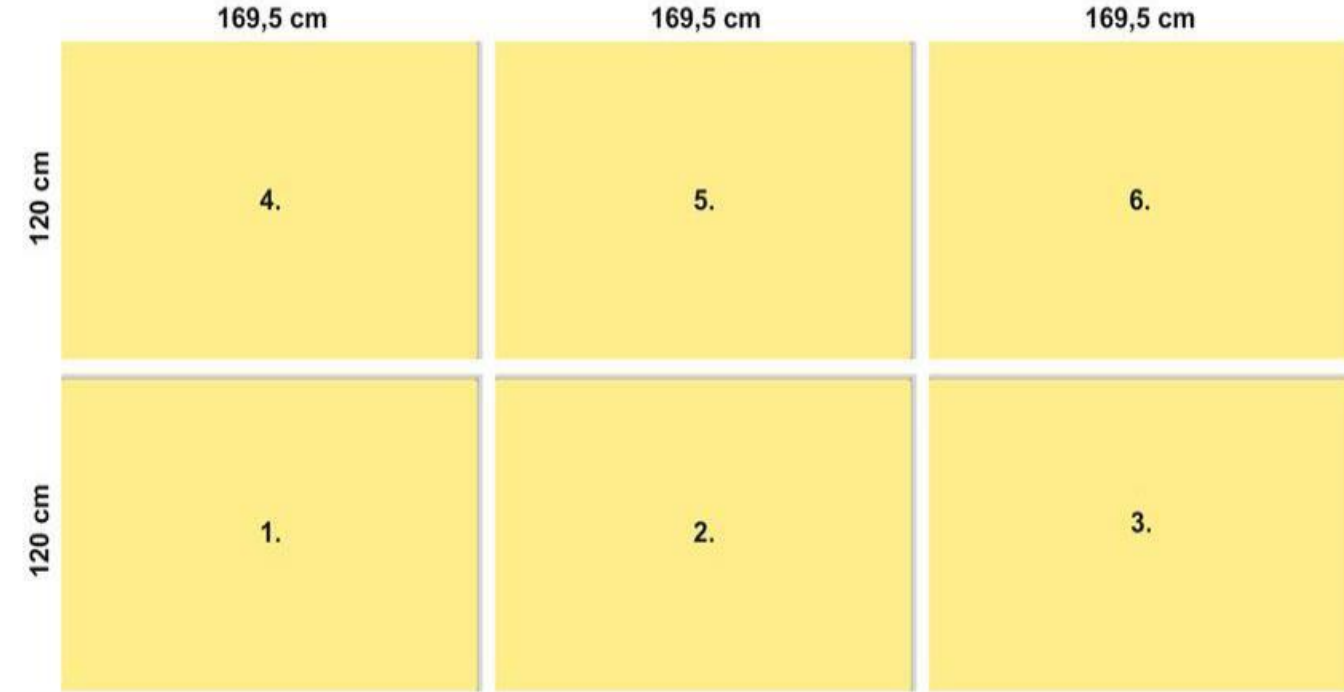
Resolution (in cut size): min. 30dpi - max. 100dpi

Billboard segmentation

We request that in each case in addition to the closing element **all elements be supplied with a dye-free alignment strip and alignment sign** in order to be able to ensure adhesive quality and we also request to receive a lay-out with all posters to be delivered, clearly matched to the package.

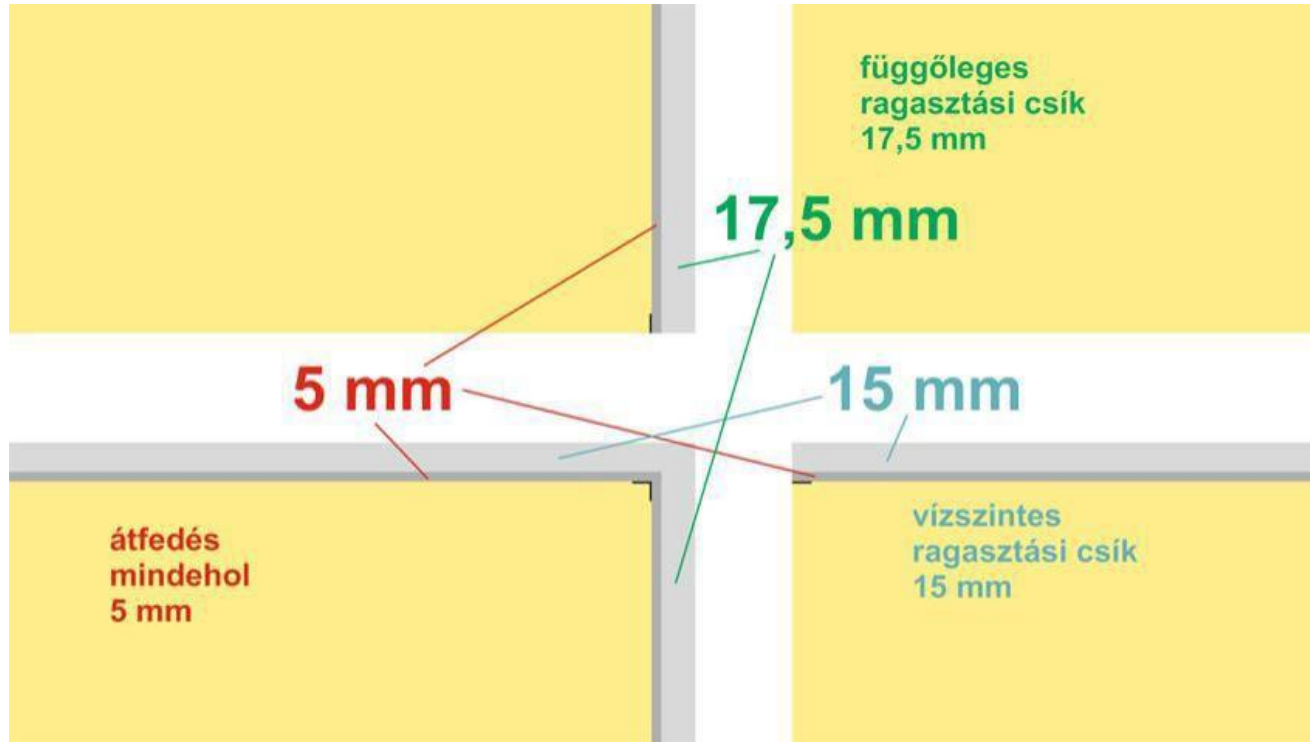
SEGMENTATION OF POSTER OF 6 ELEMENTS			
Postering sequence	Segment strip	Overlying strip	Alignment (adhesive)
4.	top left	5mm on right hand side	17.5mm on right hand side
5.	top middle	5mm on right hand side	17.5mm on right hand side
6.	top right	none	none
1.	lower left	5mm at top and 5mm on right side	15mm at top and 17.5mm on right side
2.	lower middle	5mm at the top and 5mm on right side	15mm at the top and 17.5mm on right side
3.	lower right	5mm at the top	15mm at the top

Billboard segmentation



Billboard segmentation

Translation:	vertical adhesive strip 17.5 mm
overlap everywhere 5 mm	horizontal adhesive strip 15 mm



Technical specification for postering and placement of posters

Posting of BB paper posters

Following the cleaning of the surface as required, matting by water-based adhesive of the poster of 6-8-12 segments, soaked during the preparation of the poster produced in accordance with the production list, with special attention paid to accurate alignment and the smoothing out of wrinkles and bubbles. Cutting off of poster parts overhanging the size of the board. The life cycle of the poster shall be 1 month, after that re-postering by a new poster is required.

BB roll-up

Insertion into the device of a string of several interlocked laminated posters - produced as per the production list, to be rolled continuously down and up by the device between the upper and lower rollers, with 5-10 sec stops. The life cycle of the poster shall be 1 month, after that replacement by a new poster is required.

BB Prism

The pre-cut poster sections produced as per the production list shall be fixed on the surface of the vertically positioned triangular prism line inserted in the horizontal line in the device, varying in number of pieces depending on the type of device. The units shall replace the visible posters independently from one another but by turning simultaneously. The life cycle of the poster shall be 1 month, after that replacement by a new poster is required.

Placement of CLP paper posters

After removing the previous poster, insertion and fixing of the current poster produced as per the production list in the device, and then cleaning of the device with a soapy and wet cloth. The life cycle of the poster shall be 1 month, after that replacement by a new poster is required.

CLP roll-up

Insertion into the device of a string of 1-4 pcs of prepared and compiled, interlocked posters - produced as per the production list, to be rolled continuously down and up by the device between the upper and lower rollers, with 5-10 sec stops. The life cycle of the poster shall be 1 month, after that replacement by a new poster is required.

CLP cylindrical column

Subject to the type of device, 2-3-6 pcs of devices hosting CL posters produced in accordance with the production list. After removing the previous poster, insertion and fixing of the current poster in the device, and then cleaning of the device with a soapy and wet cloth.

Placement of small platform posters (B1; small billboard)

After removing the previous poster, placement of a poster produced as per the production list in the holding device of a size corresponding to the size of the poster (produced as per the production list) of an openable frame, and then wiping of the frame and the protective plexiglas with antistatic chemicals.

TECHNICAL PARAMETERS
JCDECAUX DIGITAL



TECHNICAL PARAMETERS

DIGITAL CITYLIGHT

	Dinamic content (recommended)	Static content
Format:	QuickTime, MOV, MP4	JPEG, PNG, GIF*
Size:	1080 x 1920 pixel	1080 x 1920 pixel
Orientation:	Portrait	Portrait
Slot length:	10 seconds	10 seconds
Loop length:	60 seconds	60 seconds
File size:	max 100MB	max 10MB
Encoding:	H264	N/A
Frame Rate:	25 fps	N/A
Data Rate:	max 24 mbits/second	N/A
Visible Surface:	871mm (w) x 1549mm (h)	871mm (w) x 1549mm (h)
Screen Aspect Ratio:	9:16	9:16
Colour Model:	RGB	RGB
Resolution:	150dpi	150dpi

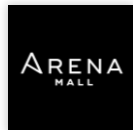


- **Content needs to be created in portrait format and rotated -90° before submission.**
- Pre-supplied creative is scheduled onto the network before campaign launch. Additional scheduling after launch may incur extra scheduling costs.
- All content must conform to current statutory controls.



TECHNICAL PARAMETERS

DIGITAL COLUMN – ARENA MALL, MAMMUT, CORVIN, KÖKI



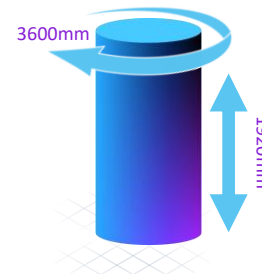
Dynamic content(recommended)

Static content

Format:	MP4	JPEG
Video Resolution:	2880x1536	2880x1536
Orientation:	Landscape	Landscape
Slot length:	10 sec	10 sec
Loop length:	60 sec	60 sec
File size:	max 500MB	max 20MB
Encoding:	H264	N/A
Frame Rate:	24, 25, 30, 50, 60 fps	N/A
Data Rate:	max 40 mbits/sec	N/A
Visible Surface:	3600mm (w) x 1920mm (h)	3600mm(w) x 1920mm(h)
Screen Aspect Ratio:	15:8	15:8



- Pre-supplied creative is scheduled onto the network before campaign launch. Additional scheduling after launch may incur extra scheduling costs.
- All content must conform to current statutory controls.



TECHNICAL PARAMETERS

DIGITAL COLUMN- WESTEND



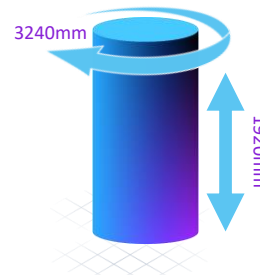
Dynamic content(recommended)

Static content

Format:	MP4	JPEG
Video Resolution:	3240 x 1920	3240 x 1920
Orientation:	Landscape	Landscape
Slot length:	10 sec	10 sec
Loop length:	60 sec	60 sec
File size:	max 50MB	max 10MB
Encoding:	H264	N/A
Frame Rate:	25 fps	N/A
Data Rate:	max 12 mbits/sec	N/A
Visible Surface:	3200mm (w) x 1920mm (h)	3200mm(w) x 1920m(h)



- Pre-supplied creative is scheduled onto the network before campaign launch. Additional scheduling after launch may incur extra scheduling costs.
- All content must conform to current statutory controls.



TECHNICAL PARAMETERS / *submission*

File naming: Campaign_iVision_start date(YYMMDD) eg.: JCDecaux_iVision_190125

Use **ONLY** letters and numbers with **NO** spacing

Final copy must be submitted 5 working days prior to the campaign start date.

Send files to: digitalis@jcdecaux.com (files up to 10 MB in size). We accept larger files via WeTransfer or other trustworthy cloud services.

Please always notify us at digitalis@jcdecaux.com.

Further information:

- Videos must be created in 'full screen' with no surrounding black border
- Audio is not supported
- Use of existing tv or print copy is not recommended
- Simple, controlled animation increases visual impact
- Sudden or frequent transitions should be avoided
- Bright colours are the most alluring
- Colours with low luminosity and high saturation are the most stimulating and attract attention



For further information please contact our Colleagues at: digitalis@jcdecaux.com