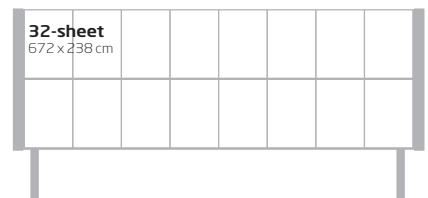
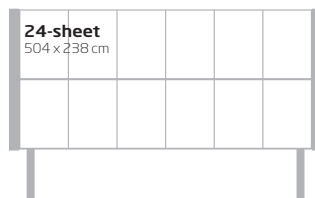
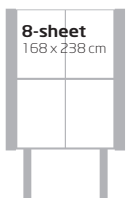


General Guidelines - Print

File format	<p>Printable PDF with trim marks; Printing file 1:8/300dpi</p> <p>Bleed: Please ensure an additional 3mm bleed on all artwork</p> <p>Texts, line graphics & logos: Embed as vector graphicsz</p> <p>PDF X4 1.6 (minimum standard) Color profile: ISO Coated v2 or Fogra39 Colors in CMYK mode. Color accuracy cannot be guaranteed for RGB colors. Crop marks with 3mm bleed in the output format (i.e., 2,4cm in the original format)</p>
Printing material	<p>Deadlines for submission of printing data are specified in the posting period calendar.</p> <p>Please submit the data to https://daten.epamedia.at (see additional information on the next page) or via e-mail to druckdaten@epamedia.at</p>
Naming convention	<p>Posting period_order name_artwork_format</p>

Billboard & Posterlight

PRODUCT	FORMAT	SIZE OF MEDIUM	PRINTING FILE	VIEWABLE AREA
		1:1	1:8/300 dpi	1:8
Billboard	8-sheet	168 x 238 cm	21 x 29,7 cm	equals size of printing file
	16-sheet	336 x 238 cm	42 x 29,7 cm	equals size of printing file
	24-sheet	504 x 238 cm	63 x 29,7 cm	equals size of printing file
	32-sheet	672 x 238 cm	84 x 29,7 cm	equals size of printing file
	48-sheet	1.008 x 238 cm	126 x 29,7 cm	equals size of printing file
Posterlight	16-sheet	336 x 238 cm	42 x 29,7 cm	40,3 x 27,2 cm
	24-sheet	504 x 238 cm	63 x 29,7 cm	60,9 x 27,5 cm



When designing the artwork, please consider the viewable area of the Posterlight. Avoid putting any important design elements outside the viewable area, as they may be covered by the Posterlight frame.

Citylight

PRODUCT	SIZE OF MEDIUM	PRINTING FILE	VIEWABLE AREA
	1:1	1:5/300 dpi	1:5
Citylight	118,5 x 175 cm	23,7 x 35 cm	23 x 34,2 cm



Posting periods always start on Thursdays.



When designing the artwork, please consider the viewable area of the Citylight. Avoid putting any important design elements outside the viewable area, as they may be covered by the Citylight frame.

Delivery of Citylight Posters

- 01** Citylight posters must arrive at the EPAMEDIA warehouse within the particular deadlines specified in the posting period calendar ("Plakatkalender")
- 02** Citylight poster paper: 150g/m², white, matte, wood-free and transparent
- 03** The Citylight poster must be produced in one piece
- 04** Citylight posters must be delivered evenly on a pallet (no folding)

Delivery of Billboard Posters

- 01** Billboards must arrive at the EPAMEDIA warehouse within the particular deadlines specified in the posting period calendar ("Plakatkalender")
- 02** For billboard posters, please use blue-backed coated paper
- 03** Each sheet must have a 10mm gluing seam on the right and lower side, respectively
- 04** Overlapping of colour at the gluing seams: 5 mm
- 05** Sheet size: A0 or XXL
Please deliver sheets evenly on a pallet
- 06** Labelling:
Order name/art work/
posting period/format
- 07** If the billboard is folded, the single sheets have to be numbered at the back, starting with sheet 1 in the top left corner

In the second row, continue numbering beginning from the left side
- 08** Please enclose a template of the complete artwork
- 09** Printing colours have to be elastic, alkali-proof, water-proof, and lightfast
- 10** Please consider that the billboard sheets will be immersed into glue – this can lead to stretching of the paper
- 11** If the billboard was produced by digital printing techniques, this has to be stated in the delivery note

Bigboard

Size varies depending on the concrete order, please check your booking confirmation.
Printing file 1:8/300dpi, printing data according to General Guidelines - Print.

Posting periods are defined according to the currently valid posting period calendar. Images are used as examples and are not true to scale. Exact format specifications are stated in the production specifications. Errors and omissions excepted. EPAMEDIA reserves the right to adapt prices during the year. EPAMEDIA Terms and Conditions apply.

EPAMEDIA-PRINT-DATA DELIVERY:

IP address: <https://daten.epamedia.at>
User name: druckdaten
Password: will be communicated upon confirmation of booking

BILLBOARD DELIVERY:

Gerin Druck GmbH
 Wienerfeldstraße 9
 2120 Wolkersdorf

OPENING HOURS:

Mon-Thu 8.00-14.00
 Fri 8.00-12.00

Digital Posterlights

FORMAT SPECIFICATIONS	
Resolution:	Format 1: 678x470 pixels Format 2: 1.280x 720 pixels
Pay attention to the viewable area (in Lower & Upper Austria and Styria):	From Format 1: 610x450px From Format 2: 1.150x590px
Spot length:	10 seconds*
Frame rate:	30fps
Minimum font size:	7 pt, bold
File format:	motion artwork: .MP4 (H.264) according to RVS regulations static artwork: .JPG, .PNG

Digital Citylights

FORMAT SPECIFICATIONS	
Resolution:	1.080 x 1.920 pixels
Spot length:	10 seconds
Frame rate:	30fps
Aspect ratio:	9:16
File format:	motion artwork: .MP4 (H.264) according to RVS regulations static artwork: .JPG, .PNG

* Digital Posterlights in Salzburg are only permitted with static artwork. When MP4 files are delivered, the last still image is automatically used.

Regulations of Road Traffic Safety for Animated Advertising (RVS) Displayed on Digital Posterlights

- No rotating, spiral, abrupt or quick motion sequences
- Subtle slow motion is permitted, both in the background or in the image itself
- Minimum duration of build-up of image or other elements (opacity 0-100%): 1.5 seconds
- Minimum duration of presentation of headline/key message via overlay (opacity 0-100%): 1.5 seconds. The text must be shown as a coherent unit. No successive overlays. Text must not occupy more than ¼ of the total screen
- Slogan and disclaimer must be shown from the beginning of the spot and must not be animated
- Duration of build-up of the whole advert: 5 seconds
- Avoid the successive use of traffic light colours (red, yellow, green) in urban settings

Regulations of Road Traffic Safety for Animated Advertising (RVS) Displayed on Digital Citylights

- No rotating, spiral, abrupt or quick motion sequences
- Subtle slow motion is permitted, both in the background or in the image itself
- No motion build-up from right to left (in direction of road), except build-up of text
- Fading-in of image: No motion sequences approaching the viewer (zoom-in). This is only permitted for fading-in of text
- Minimum duration of build-up of a new image, parts of an image or other elements must be 0.8 seconds
- Flash frequency of image parts must be slower than 0.8 seconds
- Complete image must be visible for at least 3 seconds
- Avoid the successive use of traffic light colours (red, yellow, green)

Video sequences:

Video sequences are defined as scenic performances displaying action and are not permitted along roadsides.

EPAMEDIA-DIGITAL-DATA DELIVERY:

IP address: <https://daten.epamedia.at>
Login data: will be automatically generated and sent via e-mail

Delivery

7 days prior to the display period, all advertising copy and artwork must have been submitted to the EPAMEDIA web server.

EPAMEDIA will review and approve all artwork.