

SPECIFICATIONS 2021v1

PDF FILES AND DELIVERY ADDRESSES

1. Large-format posters
2. POS and Display
3. Delivery addresses and versions

Please read the information below carefully.

The printing of **LARGE FORMAT POSTERS AND DISPLAYS** implies certain requirements which may include may differ from the printing requirements of more classic formats...

**TO AVOID ADDITIONAL COSTS AND TECHNICAL ERRORS FOR POSTERS:
SUPPLY THE CORRECT FORMAT AS DESCRIBED IN THE TABLE BELOW!**

Technical rules for PDF documents

LARGE FORMAT POSTERS 2021v1

(*) 5mm bleed in pdf

Belgium	Poster size (cm)	Visible area (cm)	File size (mm) *	Safety zone (mm)	Resolution (dpi)
Abribus JC Decaux	118,5 x 175 cm	116 x 170 cm	237 x 350 mm	232 x 340 mm	450 dpi
Adshel	120 x 160 cm	112 x 152 cm	240 x 320 mm	224 x 304 mm	450 dpi
Abribus Adshel combi	120 x 160 cm	112 x 152 cm	240 x 350 mm	224 x 304 mm	450 dpi
A0	84 x 118,8 cm	—	210 x 297 mm	—	480 dpi
Zuilen	118,5 x 350 cm	116 x 342 cm	237 x 700 mm	232 x 684 mm	450 dpi
80 x 120	80 x 120 cm	—	200 x 300 mm	—	480 dpi
2 m2	120 x 160 cm	—	240 x 320 mm	—	450 dpi
4 m2	237 x 158 cm	—	480 x 320 mm	476 x 316 mm	450 dpi
8 m2 (Pisa)	313 x 230 cm	306 x 223 cm	320 x 240 mm	312,7 x 227,9 mm	450 dpi
10 m2 Belgium Poster	361 x 252 cm	330 x 235 cm	361 x 252 mm	330 x 235 mm	450 dpi
10 m2 autostrade	355 x 235 cm	—	355 x 235 mm	—	450 dpi
10 m2 autostrade 238x358	358 x 238 cm	354 x 234 cm	358 x 238 mm	354 x 234 mm	450 dpi
16 m2	608 x 216 cm	605x214 cm (text585x194)	608 x 216 mm	605x214 mm (text585x194)	450 dpi
20 m2	456,5 x 307 cm	—	451,3 x 307,5 mm	—	450 dpi
20m2 Digital Euromobil	500 x 310 cm	—	500 x 310 mm	—	450 dpi
20 m2 (banner)	451,3 x 30 cm	—	451,3 x 30 mm	—	450 dpi
21m2 JC Decaux	773 x 209,5 cm	756 x 202,5 cm	773 x 209,5 mm	756 x 202,5 mm	450 dpi
36 m2	1140 x 294,5 cm	1135x292 cm (text1079x282)	1140 x 294,5 mm	1135x292 mm (text1079x282)	450 dpi
38 m2 JC Decaux	1182 x 315,6 cm	—	1182 x 315,6 mm	—	450 dpi
France					
Abribus JC Decaux	118,5 x 175 cm	116 x 170 cm	237 x 350 mm	232 x 340 mm	450 dpi
Abribus AAP	118,5 x 174 cm	115 x 169 cm	237 x 350 mm	230 x 338 mm	450 dpi
Abribus Media Transport	118 x 174 cm	115 x 169 cm	237 x 350 mm	230 x 338 mm	450 dpi
Abribus Clear Channel	118,5 x 175 cm	115 x 170 cm	237 x 350 mm	230 x 340 mm	450 dpi
Abribus Combi Cinema (120x160)	120 x 174 cm	—	240 x 350 mm	—	525 dpi
8m2 Spectacle Clear Channel	246 x 300 cm	236 x 290 cm	246 x 300 mm	236 x 290 mm	450 dpi
Zuilen	118,5 x 350 cm	116 x 342 cm	237 x 700 mm	232 x 684 mm	450 dpi
58 x 158	58 x 158 cm	—	116 x 316 mm	—	450 dpi
80 x 120	80 x 120 cm	—	200 x 300 mm	—	480 dpi
80 x 240	80 x 240 cm	—	200 x 600 mm	—	450 dpi
60 x 80	600 x 800 cm	—	300 x 400 mm	—	450 dpi
120 x 160	120 x 160 cm	—	240 x 320 mm	—	450 dpi
4 m2	237 x 158 cm	—	480 x 320 mm	476 x 316 mm	450 dpi
4x3 JCDecaux	400 x 302 cm	396 x 300 cm	400 x 300 mm	396 x 300 mm	450 dpi
4x3 backlit JCDecaux	396 x 300 cm	386 x 290 cm	400 x 300 mm	386 x 290 mm	450 dpi
4x3 backlit MediaTransport	396 x 300 cm	386 x 290 cm	400 x 300 mm	386 x 290 mm	450 dpi
100 x 150	100 x 150 cm	92x145 cm	200 x 300 mm	184 x 290 mm	450 dpi
100 x 300	100 x 300 cm	—	200 x 600 mm	—	450 dpi
200 x 150	200 x 150 cm	193 x 145 cm	400 x 300 mm	382 x 287 mm	450 dpi
400 x 150	400 x 150 cm	—	400 x 150 mm	—	450 dpi
320 x 240	320 x 240 cm	306 x 223 cm	320 x 240 mm	306 x 223 mm	450 dpi
Bus voorkant	140 x 31,5 cm	136 x 30 cm	280 x 63 mm	272 x 60 mm	450 dpi
Achterzijde autobus "200"	100 x 83 cm	98 x 78 cm	495 x 415 mm	490 x 390 mm	450 dpi

Netherland	Poster size (cm)	Visible area poster (cm)	File size (mm) *	Safety zone file (mm)	Resolution (dpi)
A0	83 x 118 cm	80 x 115 cm	207,5 x 295 mm	200 x 287,5 mm	480 dpi
Centercom 100 x 143	100 x 143 cm	97 x 140 cm	200 x 286 mm	194 x 280 mm	600 dpi
Abribus	118,5 x 175 cm	113 x 168 cm	237 x 350 mm	226 x 336 mm	450 dpi
Clearchannel Afwijkend 103,5x152,7	103,5 x 152,7 cm	97 x 147 cm	207 x 305,4 mm	194 x 294 mm	450 dpi
Zuilen	118,5 x 350 cm	116 x 342 cm	237 x 700 mm	232 x 684 mm	450 dpi
Zuilen 325	118,5 x 325 cm	115 x 321 cm	239 x 652 mm	232 x 642 mm	450 dpi
Billboard / Venster	332 x 236 cm	322 x 221 cm	332 x 236 mm	322 x 221 mm	450 dpi
Trailer Back	224,8 x 182,5 cm	—	449,6 x 365 mm	—	450 dpi
Switzerland					
R4	89,5 x 128 cm	—	228,75 x 325 mm	—	471,6 dpi
F200L / F200LR	119 x 170 cm	117,5 x 170 cm	245 x 350 mm	241 x 350 mm	450 dpi
F12L recto verso	268,5 x 128 cm	264 x 123,5 cm	470 x 224 mm	—	450 dpi
12 m2	388 x 295 cm	—	388 x 295 mm	—	450 dpi
Germany					
Citylights	118,5 x 175 cm	116 x 171 cm	237 x 350 mm	232 x 342 mm	450 dpi
4/1	119 x 168 cm	—	240 x 338 mm	236 x 334 mm	450 dpi
6/1	119 x 252 cm	—	240 x 506 mm	236 x 502 mm	450 dpi
8/1	168 x 238 cm	—	338 x 478,4 mm	334 x 474,4 mm	450 dpi
18/1	356 x 252 cm	—	356 x 252 mm	—	450 dpi
United Kingdom					
6 Sheet / Superlite 120 x 180	120 x 180 cm	116 x 176 cm	240 x 360 mm	232 x 352 mm	450 dpi
48 Sheet	609,6 x 304,8 cm	—	609,6 x 304,8 mm	605,6 x 299,8 mm	450 dpi
96 Sheet	1219,2 x 304,8 cm	—	1219,2 x 304,8 mm	1214,2 x 299,8 mm	450 dpi
Spain					
Abribus 120 x 175	120 x 175 cm	115 x 171 cm	240 x 350 mm	230 x 242 mm	450 dpi
Abribus 120 x 176	120 x 176 cm	115 x 171 cm	240 x 352 mm	230 x 242 mm	450 dpi
Zuilen 120 x 325	120 x 325 cm	116 x 317 cm	239 x 654 mm	232 x 634 mm	450 dpi
8 x 3	792 x 300 cm	—	788 x 300 mm	784 x 298 mm	450 dpi
Denmark					
Europlakat	80 x 120,5 cm	—	200 x 301,25 mm	—	480 dpi
Centerplakat	103 x 153 cm	100 x 150 cm	206 x 306 mm	200 x 300 mm	600 dpi
Abribus	118,5 x 175 cm	116 x 171 cm	237 x 350 mm	232 x 342 mm	450 dpi
Billboard AFA Decaux	333 x 236 cm	327 x 230 cm	327 x 230 mm	—	450 dpi
Billboard Clear Channel	333 x 236 cm	327 x 230 cm	327 x 230 mm	—	450 dpi
Other countries or formats					
Displays/banners non-standard in 1 piece			Scale 1/5	-	450 dpi
Displays/banners non-standard in multi-pieces			Scale 1/10	Safety zone: 4 mm	450 dpi

Informations on securized zones are based on an inventory of the advertisers technical charts done on 2020-09-01. These securized zones are only given as information, and the client have to check the correctness of the values himself. In any case, Hecht s.a. will never assume consequences of possible mistakes in the provided values.

Technical requirements for PDF documents

LARGE FORMAT POSTERS 2021v1

We only accept PDF files

Adobe PDF is the standard for the exchange of composite digital files (including images in bitmap and fonts in vector) The creation of Adobe PDF files can easily be done from Adobe Indesign.

For more information on how to create a valid Adobe PDF file with Acrobat & Enfocus Pitstop profiles, go to <https://specs.hecht.be> or contact our customer service at Hecht s.a..

- › We only accept only Adobe PDF (1.4 to 1.7) files. Measurements must be in conformity with those described on page 2 & 3.
- › Delivery of non-valid files, charges will be re-invoiced (65 euros/h).
- › The image resolution should be **450 dpi**. Be aware that a lower resolution may cause the image to pixelate when printed. Oversized resolution images will not increase the quality in the printed document but will slow down the ripping process. Images should ideally be placed in the layout at 100%.
- › Process images must be in **CMYK** mode (no RGB, LAB or indexed colours).
- › Make sure that all spot colours have identical names in all applications and placed artwork.
- › Please remove all unused colours in your documents. Make sure all process colours are checked as process and not as spot and vice versa.
- › In the case of a multi version job, please send a whole file for each version, not only the changes between versions. Check common objects matching, and overprints for each version.
- › Maximum total ink coverage is **310 %** in images and colortints.

We highly recommend use of softwares like Enfocus PitStop or Adobe AcrobatCheck for file preflights. Our preflight profiles are available at <https://specs.hecht.be>

Colour proof

A calibrated colour proof « ISO Coated V2 or FOGRA39L » printed from the file submitted must be delivered. This proof must sport a Eurostandard colour bar in order to measure the density and the dot gain.

If no colour proof is delivered, Hecht s.a. will not be held responsible for any colour shift during printing. Hecht s.a. can produce a colour proof of your document. For further details and price information, please contact our customer service.

Please note that laser prints cannot be accepted as valid colour proofs.

Digital media

Files can be provided either on CD-R or DVD-R, HFS or HFS Plus formatted.

File transfer

If you send us material via FTP, please inform your customer contact at Hecht s.a.

- › **Webbrowser: <https://upload.hecht.be> or <https://81.246.30.9>**

Technical requirements for PDF documents

POS and DISPLAY 2021v1

We only accept PDF files for POS and Display

Adobe PDF is the standard for the exchange of digital complete pages (images and fonts included) published as the International Prepare the files for POS and DISPLAY always [in real format](#).

You can find our profiles for Acrobat and Pitstop on <https://specs.hecht.be>
For more information about the correct creation of Adobe PDF see <https://specs.hecht.be> or ask your commercial contact.

We currently only accept full size PDF 1.4 to 1.7 + 5mm overfill and centred within Adobe PDF file. Layered PDF 1.6 created with Indesign CS3/CS4 can only be delivered in consultation.

In case of delivery of non-compliant files, costs will be charged! 65 euro/hour.

The color images must be delivered in **CMYK** mode (no RGB, LAB or indexed colours).

The resolution of the images must be 300 dpi for raster 150lpi. (260dpi for 133lpi and 200dpi for 100lpi).

A lower resolution may cause a possible pixel formation in the image and may need to be printed with a lower raster lineature. Higher resolution images will only slow down the RIP process without quality improvement.

Maximum total ink coverage of **320 %** for images and colour areas.

Please ensure that all pantone colours are correctly named.

As well as any pantone lines always show «CutContour» as an extra colour in overprint, fold lines as «CutCrease» (as 5th and 6th colour) within the same pdf file.

Digital cap shapes supplied by Hecht may not be modified without informing us.

Please save layers of varnish in a separate pdf also on true size.

Please remove the unused colours in your files. Make sure that the colours have been processed as such and not as personalised colours, or vice versa.

We strongly recommend that you use programs such as Enfocus Pitstoppreflight or Adobe Acrobatcheck to check your files. You can download our profiles at <https://specs.hecht.be>.

Colour proof

A calibrated colour proof « ISO Coated V2 of FOGRA39L » printed from the file submitted must be delivered. This proof must sport a Eurostandard colour bar in order to measure the density and the dot gain.

If no colour proof is delivered, Hecht s.a. will not be held responsible for any colour shift during printing. Hecht s.a. can produce a colour proof of your document. For further details and price information, please contact our customer service.

Please note that laser prints cannot be accepted as valid colour proofs.

Upload transfer server

>
After forwarding, please send an e-mail to your contact person.

> **Webbrowser: <https://upload.hecht.be> or <https://81.246.30.9>**

Technical requirements for documents

DELIVERY ADDRESSES and 2021v1

Excelfile for delivery addresses

1. Send an address file as an Excel file (.xls/.xlsx). Always use the example XLS file supplied with this doc (or download here).
2. If different formats are used in the same campaign, always **1 list per format or paper type**. (different tab or other excel file)
3. Please sort per poster and then number the **file name in ascending order**
 - Name of the Campaign: please put the name of the campaign here
 - Format: write here for example Abri or 20m2 or Adshel or 120x160 (!!! Always use different xls file per format !!)
 - File name version: ascending starting with V001 + name image expression.
(e.g.: V001 Tomatoes Frame = file name V001 Tomatoes_13.pdf)
 - Number of: Number of copies to be delivered to the address in the same line.
 - Delivery company: Name of the company to which delivery is to be made (e.g. JCDecaux, ClearChannel).
 - Street: street and number
 - Additional address: possibly industrial zone or other indication for address
 - Postal code: the postal code delivery address (e.g. 1080 for Belgium, 8011 HP for the Netherlands, 06200 for France)
 - Municipality: Correct town corresponding to postcode!
 - Country code: international code example for Belgium «BE», for the Netherlands «NL».
 - Country: BELGIUM, NETHERLANDS (best in capitals)
 - Comments: Text or code that may need to be added to the delivery note (this may be a poster code)
 - Delivery date: indicate here the desired delivery date

CORRECT INFORMATION FOR ADDRESSES IS IMPORTANT FOR CORRECT DELIVERY BY OUR TRANSPORT SERVICES,

Printfile names if you have more versions or expressions.

4. You create 1 file per version or utterance with the correct name of the version and number of copies as mentioned in the excel file.
 - Try to limit your file name to a **maximum of 30 characters**.
 - Example: V001 Tomatoes_13.pdf (Version 001, expression tomatoes, 13 copies)
 - V002 Apples_22.pdf (Version 002, expression Apples, 22 copies)
5. Of course we ask for at least a pdf 1.4 file. In the correct format as indicated in our specifications.
6. See table for the format of the pdf file.