

# PRINTING FACTS



BRAND ACTIVATION  
BUS SHELTER  
TOP SIGN  
AARHUS

AFA Decaux

# MEDIA

## FORMAT

Max W. 3400 mm x H: 1000 mm  
(inkl. 70 mm bund)

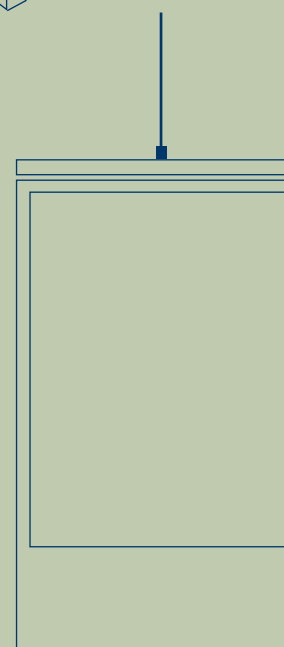
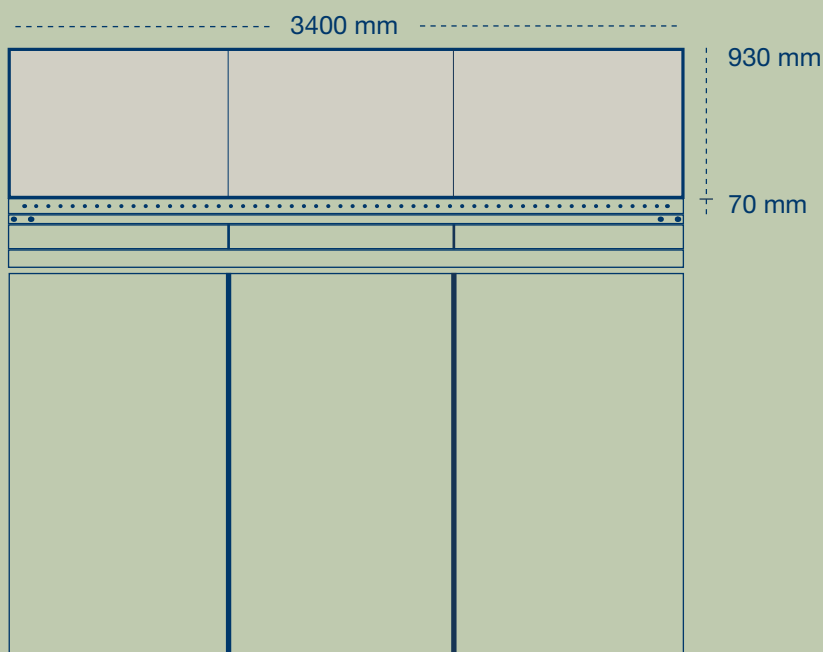
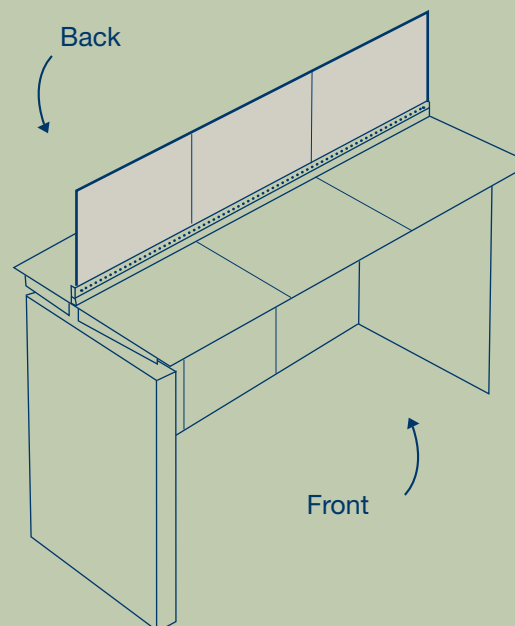
## RESOLUTION

Minimum 100 PPI

## BLEED

Minimum 10 mm

## CUTCONTOUR



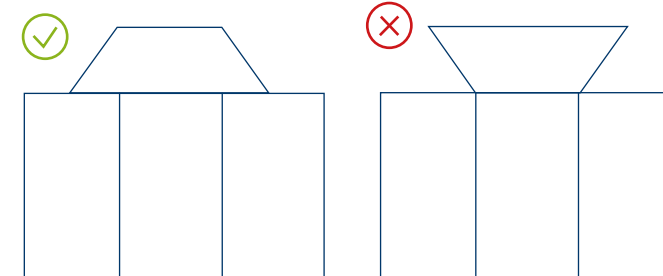
## FOR THE GRAPHIC DESIGNER

The layout is made in a scale of 1:1, with a minimum resolution of 100 PPI.

Any ground color must always be bled to edges. All advertising motifs must be delivered as print proof PDF files.

Files must include 10 mm bleed and a vectorized cutcontour in a separate layer, with a spot color, both named CutContour. The solution can have a maximum height of 1000 mm. The 70 mm at the bottom is used for mounting, therefore there must not be any elements here, only background color / photo.

Top sign has no minimum width, but can't be wider at the top than at the bottom, due to stability and safety.



The top sign is foiled on both sides. 2 print proof files should be delivered; one for the front and one for the back. See illustration example on page 3.

All images, Pantone and RGB colors must be converted to CMYK.

The files should be named:  
year\_week\_order\_number\_media\_side\_advertiser  
E.g. 2023\_22\_50000\_Abriбус\_FRB-Topsign\_Front\_Somersby

## DELIVERY OF FILES:

Files should be sent to: [salgssupport.dk@afadecaux.dk](mailto:salgssupport.dk@afadecaux.dk).

# EXAMPLE OF PRINT READY FILE

Form Format: Max. W: 3400 x H: 1000 mm (incl. 70 mm bottom).  
The bottom 70 mm must only contain background image/color.  
CutContour is made on a separate layer with a spot color.



# EXAMPLE OF TOPSIGN

FRONT



BACK

Shape (background image/figure) is mirrored in the print proof file, so front and back matches.

