

# PRINTING FACTS

Ser du ski alle steder?

*Så har du ventet længe nok*



**HØJMARK REJSER**

Skiferie i særklasse

Book nu på [hojmark.dk](http://hojmark.dk)

AFA Decaux

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AFA Decaux

**ABRIBUS  
BRAND ACTIVATION  
LENTICULAR**

**AFA Decaux**

# MEDIA

## MEDIA SIZE

W: 1185 x H: 1730 mm

## VISIBLE SIZE

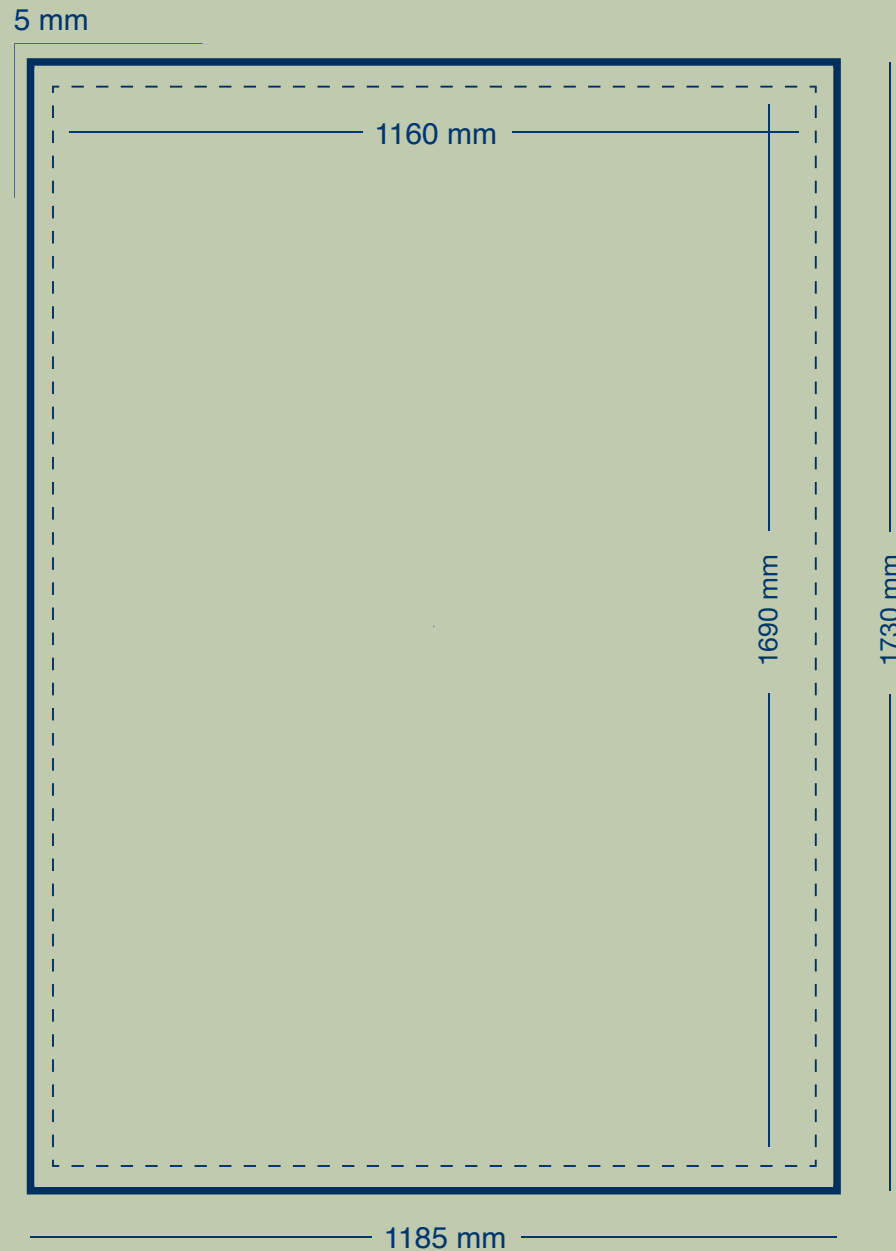
W: 1160 x H: 1690 mm

## RESOLUTION

Minimum 100 PPI

## BLEED

Minimum 5 mm



## FOR THE GRAPHIC DESIGNER

To achieve the lenticular effect, 2 creatives must be created, each of which is delivered in a print-ready PDF file. The motif you see when standing right in front of the equipment must be named with the letter A.

And the motif you see from the side must be named with the letter B.

See example on the next page.

The layout should be made in a scale of 1:1.

We recommend a minimum resolution of 100 PPI.

Any ground color must always be bled to the edges.

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

The files must include crop marks and 5 mm bleed.

The files should be named as:

year\_week\_order number\_media\_advertiser\_Variant.

E.g.

2022\_23\_50000\_abribus\_Lenticular\_Nikoline\_A

2022\_23\_50000\_abribus\_Lenticular\_Nikoline\_B

For any queries please mail: [salgssupport@afadecaux.dk](mailto:salgssupport@afadecaux.dk)

## DELIVERY OF FILES:

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

## FOR THE PRINTING OFFICE

Thickness of the lenticular plate: 3.5 mm

# PRINT FILE A

# PRINT FILE B

