

Posting technique

Even the very last step of the production process must be fully considered. As romantic as the image of a man on a ladder putting up posters may seem, dealing with ready printed posters does not involve any painstaking finishing. Before being transported to their respective sites, the posters are repeatedly folded and vigorously soaked in water. The paper absorbs a considerable amount of water and expands: a multiple-part poster can actually expand by up to 9 cm. The technical specifications of the new billboard dimensions account for such paper expansion and are larger than the current standard format. **However, elements essential to the image, especially the text, should be placed at least 6 cm away from the edge at the top, bottom and sides.**

Standard poster (for wet bonding)

As with most printed materials, the grain of the paper in poster printing is crucial. The paper absorbs a considerable amount of water through the wet bonding process and can expand up to 9 cm, approx 3%, in width. Therefore, it is most important to exclusively use narrow-band paper (horizontal expansion) with a pattern printed on the back or blue back paper (prevents the object that the poster has been pasted over from showing through). Poster paper needs to be super white and wood-free in order to avoid turning yellow during the posting period. The paper must weigh between 110 g/m² and 120 g/m². Recommended poster papers are super white, wood-free, fully glued, moisture resistant and have a rough back side. Standard posters must be able to absorb moisture and still remain tear-proof.

Please use water-resistant printing inks only so that these do not crack on the folds. The posters must be dried out completely before delivery. Standard posters are machine-folded and are soaked for up to four days before being displayed.

Digitally printed posters (for wet bonding)

For digitally printed posters, likewise use exclusively narrow-band paper (horizontal expansion), which absorbs moisture and still remains tear-proof. Please use water-resistant printing inks only so that these do not crack on the folds. The posters must be dried out completely before delivery. The posters are also folded by machine and soaked for a maximum of 24 hours before being displayed. Upon delivery, "digital print" must be written on the delivery note.

Inks

The use of luminous, fluorescent and gold, silver or other metallic inks is prohibited under Swiss law.

Spare posters

The maintenance of poster campaigns requires spare posters which are to be delivered together with the poster delivery. As a rule, we request an addition of approx. 20% of the ordered space.

Delivery of posters

Preferably, smaller quantities (up to 50 pieces) should be rolled up whereas larger quantities should be delivered unrolled, i.e. flat, piled up. Each of the various posters must be labelled with the subject description text, language and part 1, 2, 3 and so forth. It is compulsory to further include a delivery note with the following requested data:

- client/agency
- subject
- language
- format
- posting period

The delivery note must in any case include a respective comment should the delivery contain posters with digital print.

The execution of an order demands conscientious preparation work:

- preparation of luminous posters
- folding and assignment of quantities per subject, format and language
- postal delivery to the bill posters in charge
- and the organisation of the posting tour per area

These are time-intensive factors. **The posters therefore must be delivered at least 14 days before the start of the display period.** A perfect execution of the order cannot be guaranteed in case of delayed deliveries.

Delivery address

Clear Channel Schweiz AG, Filiale Geroldswil, Chrummacherstrasse 2, CH-8954 Geroldswil