

## LARGE FORMAT PAPER PRODUCTION GUIDE

### OVERALL SIZES – ALL HEIGHT BY WIDTH

<b>16 SHEET:</b>	3048mm high x 2030mm wide (comprising of 4 off 40 x 60" sections)	Portrait*
<b>32 SHEET:</b>	3048mm high x 4064mm wide (comprising of 8 off 40 x 60" sections)	Landscape
<b>48 SHEET:</b>	3048mm high x 6096mm wide (comprising of 12 off 40 x 60" sections)	Landscape
<b>Safe copy area:</b>	2951.9mm high x 5943.6mm wide	
<b>96 SHEET:</b>	3048mm high x 12192mm wide (comprising of 24 off 40 x 60" sections)	Landscape
<b>Safe copy area:</b>	2951.9mm high x 11887mm wide	

\*PLEASE ENSURE THE BILLBOARD YOU HAVE BOOKED IS DEFINITELY PORTRAIT AND NOT LANDSCAPE

### PAPER SPECIFICATION

- MG (machine glazed) uncoated paper – from a recognised poster Paper Specialist.
- Highly glazed printing surface with rough microporous colour coated underside which is receptive to adhesives.
- Weight 115 – 130 gsm.
- Opacity to exceed 93%
- Blue or Grey backed to improve opacity.
- Avoid heavily glazed papers.

### COPY AREA

- We strongly recommend that bleed is used from the safe copy area to the overall area of paper poster.
- Avoid positioning logos or copy to near to the edges as posters can stretch when wet.

### TRIMMING

- All posters larger than 6 sheet size are produced in 40 x 60" sections.
- All sections require 1" laps to aid posting - posting is left to right, top to bottom
- All sections should be printed individually and collated in sequence for posting

### POSTING

- Posters should be delivered to posting depots a minimum of 5 working days prior to incharge date.
- A minimum of 20% spares should be supplied in order to maintain presentation quality throughout the booking period.
- All posters are to be delivered dry.
- All posters should be packaged and labelled with advertiser, design, campaign, in-charge date, and quantity. An A4 layout of the design should be included to aid posting.

**Only use recommended print specialists who are experienced in printing large format posters for outdoor media.**

**The use of a dispatch company is advised on large quantities.**

**Please consult with the Client Services department in order to get a precise dispatch list for your campaign booking.**  
Email: [clientservices@jcdecaux.co.uk](mailto:clientservices@jcdecaux.co.uk)

**Should you have any further production queries or would like a quotation to produce the displays for you, please contact JCDecaux Innovate on 0207 298 8000.**

Innovate