

Delivery specifications (client prints)

Adshel Supermarket

Group of 3

Updated December 2018

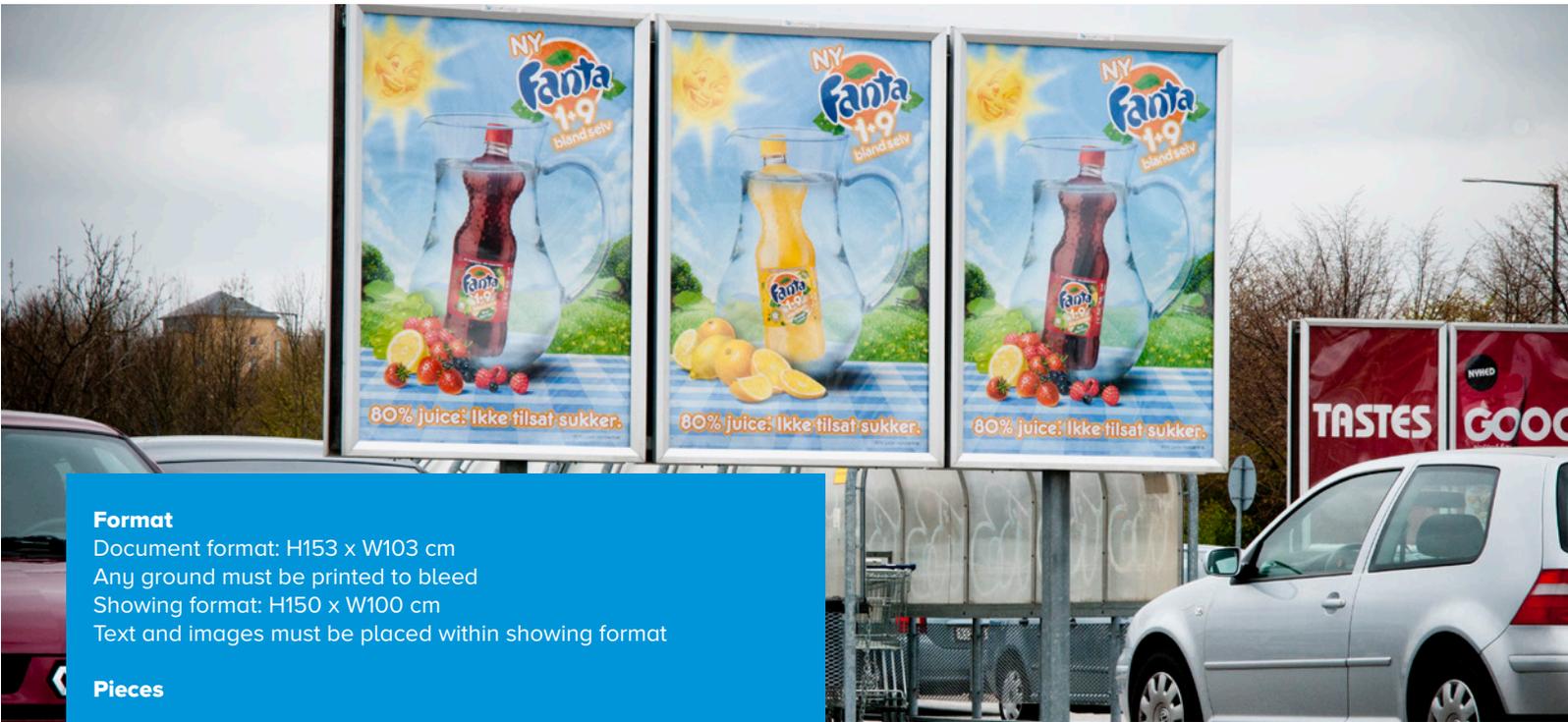
Order number: _____

Client: _____

Campaign week(s): _____

Deadline for delivery of print-ready material: _____

Comments (if any): _____



Format

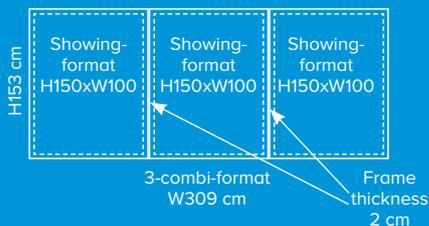
Document format: H153 x W103 cm

Any ground must be printed to bleed

Showing format: H150 x W100 cm

Text and images must be placed within showing format

Pieces



Material

Serigraphy or offset on wet-strength paper with a blue background, 115-125 g/m2 of narrow lane (fx Blue Screen Mural or Chantaffiche 250). If multiple motifs, the posters must be coded in top right corner outside the showing format

Approval by Danish Supermarket (DS)

All material must be approved by DS. DS does not allow price messages on the material. With time-limited activities, it is recommended that the date appears visible and clear on the material. DS does not allow content from competing supermarkets, malls or retail chains and items that is not sold in DS supermarkets can not be promoted. The exceptions can be cars, insurance, etc. and not competing services. All of which requires prior approval by DS

Upload layout

Upload layout for approval 3 weeks prior to campaign start ie before material delivery to assure the quality

<http://www.clearchannel.dk/file-uploader>

File naming: Order number_Client_Campaign week_Media

Alternative upload via wetransfer to support-kp@clearchannel.dk

Posting-period

Please notice that the standard posting-period is Sunday at 6 pm prior to campaign start - until Tuesday at midnight. Dismantling will be completed latest Sunday after end of the campaign.

Delivery of print-ready material

Posters are to be delivered flat balanced and trimmed to format

Pieces Address

Clear Channel
Betongvägen 4a
14250 Skogås
Sweden

Delivery note information:

- Customer name
- Campaign week(s)
- Number of posters
- Illustration of layout
- Number of motifs - if multiple motifs, posters must be delivered with clear separation - each motif on each pallet - labeling period - all in one package

It is the advertiser's responsibility to ensure that the layout or design does not conflict with the Danish Marketing Act or infringe third party intangible rights, and that the material complies with the stated specifications. See our general business terms on clearchannel.dk.