

Delivery specifications (client prints)

# Adshel Supermarket

## Group of 3

Order number:

Client:

Campaign week(s):

Deadline for delivery of material:

Comments (if any):



### Format

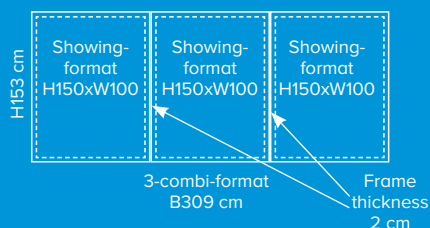
Document format: H153 x W103 cm

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 back-ground, 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.

Colors: Convert all colors to CMYK – Coated Fogra39

### 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 [campaignmanagement@clearchannel.dk](mailto:campaignmanagement@clearchannel.dk).

### Note

Co-Branded adshels/motives needs to be sent and approved by Campaign Management **10 working days before campaign start**. In that case, please email low resolution PDFs to: [campaignmanagement@clearchannel.dk](mailto:campaignmanagement@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
- Number of motifs - if multiple motifs, posters must be delivered with clear separation - each motif on each pallet - labeling period - all in one package
- Illustration of layout - **NB. Including a mock-up and/or description of posting instructions (such as A-B-C, left-middle-right or similar).**

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](http://clearchannel.dk).