

Poster production

Specifications and delivery For flawless poster displays



The poster – a strong medium

The poster is a popular and effective medium. This has been corroborated by numerous scientific studies. To achieve optimum impact, there are a few simple yet important rules to be observed during the production phase.

This brochure tells you everything you need to know about paper, printing and delivery to ensure successful poster displays. If anything is unclear, don't hesitate to contact us at any time.

We always welcome criticism, suggestions or comments.


operations@apgsga.ch

Contents



| | |
|---|-----------|
| Overview of poster formats | 3 |
| Overview of guidelines | 4 |
| Printing | 5 |
| Printing technologies | 5 |
| Inks | 5 |
| Specifications for wet posters | 6 |
| Paper requirements | 6 |
| Add-ons and snipes | 6 |
| World format F4 | 7 |
| City format F200 | 8 |
| Wide format F12 | 9 |
| Large format F24 | 11 |
| Specifications for backlit posters | 13 |
| Paper requirements | 13 |
| Add-ons and snipes | 13 |
| City format F200L and Rollingstar F200LR | 14 |
| Wide format F12L and Rollingstar F12LR | 15 |
| Startower F400LT | 16 |
| Tips and tricks | 17 |
| Poster design | 17 |
| Poster production | 18 |
| Delivery | 19 |
| Delivery dates | 19 |
| Delivery note and labels | 19 |
| Delivery address | 19 |
| Rolling the posters | 19 |
| Labelling poster rolls | 20 |
| Replacement posters | 20 |
| Maintenance posters | 21 |
| Test billpostings | 21 |
| Quality assurance | 21 |

Overview of poster formats



World format

| | | | |
|-----------|----------------------|---------------|---|
| F4 | Dimensions of medium | 89.5 x 128 cm |  |
|-----------|----------------------|---------------|---|


City format

| | | | |
|-----------------|--------------------------------------|--------------------------------|---|
| F200 | Dimensions of medium | 116.5 x 170 cm |  |
| F200L/LR | Dimensions of medium Visible size | 119 x 170 cm 116 x 166 cm |  |
| F200P | Dimensions of medium Visible size | 125.5 x 179 cm 120 x 170 cm | |

Wide format

| | | | |
|----------------|--------------------------------------|----------------------------------|---|
| F12 | Dimensions of medium | 268.5 x 128 cm |  |
| F12L/LR | Dimensions of medium Visible size | 268.5 x 128 cm 264 x 123.5 cm |  |
| F12P | Dimensions of medium Visible size | 282 x 137.5 cm 278 x 130 cm | |

Large format

| | | | |
|------------|----------------------|----------------|---|
| F24 | Dimensions of medium | 268.5 x 256 cm |  |
|------------|----------------------|----------------|---|

Startower

| | | | |
|---------------|--------------------------------------|------------------------------|--|
| F400LT | Dimensions of medium Visible size | 123 x 340 cm 116 x 336 cm | |
|---------------|--------------------------------------|------------------------------|--|

Key to format suffixes:
 L = Luminous
 LR = Luminous Rolling
 LT = Luminous Turning
 P = Permanent

Important to know

Please note that, with backlit formats, dimensions of medium is key to production; however, the visible size must be taken into account in the design.

Overview of guidelines

The preparation of print data is key to the quality of the poster. Depending on the printing technology used, the data are prepared for printing and transferred to print. The guidelines are shown in the table below.

F4 (world format)

| Digital printing | Offset and screen printing |
|-------------------------|----------------------------|
| 245 x 350 mm | 245 x 350 mm |
| 120 dpi in final format | 355 dpi |
| | 34 screen width |

F200 (city format)

| Digital printing | Offset printing |
|-------------------------|-----------------|
| 245 x 350 mm | 245 x 350 mm |
| 120 dpi in final format | 355 dpi |
| | 34 screen width |

F200L and F200LR (city format)

| Digital printing | Offset printing |
|-------------------------------|-------------------------------|
| 245 x 350 mm | 245 x 350 mm |
| Visibility field 239 x 342 mm | Visibility field 239 x 342 mm |
| 120 dpi in final format | 355 dpi |
| | 34 screen width |

F12 (wide format)

| Digital printing | Offset printing |
|-------------------------|-----------------|
| 470 x 224 mm | 470 x 224 mm |
| 120 dpi in final format | 355 dpi |
| | 34 screen width |

F12L and F12LR (wide format)

| Digital printing | Offset printing |
|-------------------------------|-------------------------------|
| 470 x 224 mm | 470 x 224 mm |
| Visibility field 462 x 216 mm | Visibility field 462 x 216 mm |
| 120 dpi in final format | 355 dpi |
| | 34 screen width |

F24 (large format)

| Digital printing | Offset printing |
|-------------------------|-----------------|
| 470 x 448 mm | 470 x 448 mm |
| 120 dpi in final format | 355 dpi |
| | 24 screen width |

F400LT (Startower)

| Digital printing | Offset printing |
|-------------------------|-----------------|
| 253 x 700 mm | — |
| 120 dpi in final format | — |

Printing

Printing technologies

There are three technologies suitable for poster printing:

- Offset printing
- Digital printing
- Screen printing

Translucent printing for backlit posters

Translucent posters are printed on both sides. This ensures that your visual is equally illuminated during the day (light from front) and at night (light from back). Four colours are printed on the front and just three colours (excluding black) on the back. This creates optimal colour balance.

To achieve the optimum transparent slide effect, the following rules should be observed:

- Only use backlit poster paper
- Single-part production, translucent printing method
- Avoid solid-tone areas, black bars and overprints
- No recycled or coloured paper
- No screen printing on reverse side

Drying time in offset and screen printing

Please note that a drying time of at least 48 hours is needed in the unfolded state, ideally at a room temperature of 18 to 20°C. Posters that are not fully dried may stick together after folding or soaking. This will significantly impair billposting quality.

Inks

Inks have a major influence on poster quality:

- The water resistance of the inks is crucial for preventing the posters from breaking when folded and for ensuring that the inks do not bleed during the wet posting process or when exposed to rain.
- Avoid large-area solids and ultra-fine screens, as these prevent the glue from bonding properly.
- Do not use lacquer because this causes the posters to crack when folded or stick together when soaking.

Important to know

If you have your posters printed abroad, please bear in mind that different rules may sometimes apply to poster technology, such as dry-gluing processes, different paper, different overlapping, etc.

Specifications for wet posters

Paper requirements

The wet poster is folded and soaked in water so that it becomes supple for posting and bonds with the adhesive. For this type of processing, the paper must be able to absorb water and must not disintegrate in water (water resistance). Only use Blueback/Chantegris paper to produce wet posters.

Depending on the intensity of the colour (large quantity of ink for dark colours), the water may run off, meaning that the front of the poster does not absorb enough water. This greatly impedes the adhesion of the poster and may adversely affect quality.

For optimum adhesion, the reverse side of the poster must be rough. For full-surface, dark visuals, uncoated paper is preferable, as this prevents cracking in the fold.

Grain-long

Due to the production method used, the paper has a grain, called the machine direction. This machine direction is crucial in poster printing. When the poster is soaked, the paper expands horizontally or vertically by up to 4 cm. Because of this, the machine direction has a major impact on the size of the poster. Printing must be set to grain-long in the machine direction. Otherwise, the quality will be compromised and distortions will occur.

Wet poster

| | |
|-----------------|---------------------------|
| F4/F12/F200/F24 | Blueback/Chantegris paper |
| | Bright white |
| | 110–120 g/m ² |
| | One side coated |
| | Grain-long |

Add-ons and snipes

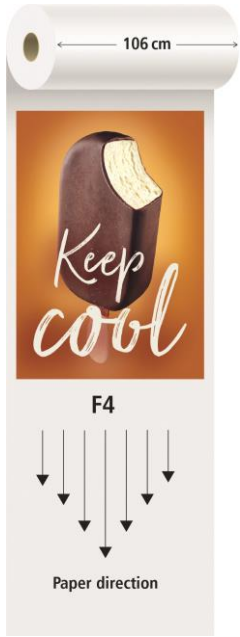
For add-ons and snipes, paper of the same quality and machine direction (grain-long) must be used, as well as the same printing technology as for posters. Self-adhesive films do not adhere to wet posters and are therefore not suitable.

Important to know

The paper to be used is an important quality attribute in poster production. APG|SGA does not produce its own paper, nor is there any paper certified by APG|SGA. However, the requirements are set out in this brochure.

World format F4

| | |
|----------------------|---|
| Type | Wet poster |
| Dimensions of medium | 89.5 x 128 cm |
| Print data | Digital printing: <ul style="list-style-type: none">– Format: 245 x 350 mm– 120 dpi in final format Offset printing: <ul style="list-style-type: none">– Format: 245 x 350 mm– 355 dpi– Final screen 34 |
| Paper | Blueback/Chantegris paper Bright white 110–120 g/m ² One side coated Grain-long |
| Production | Must be single part In machine direction (grain-long) |
| Wet expansion | Up to 3 cm across width |



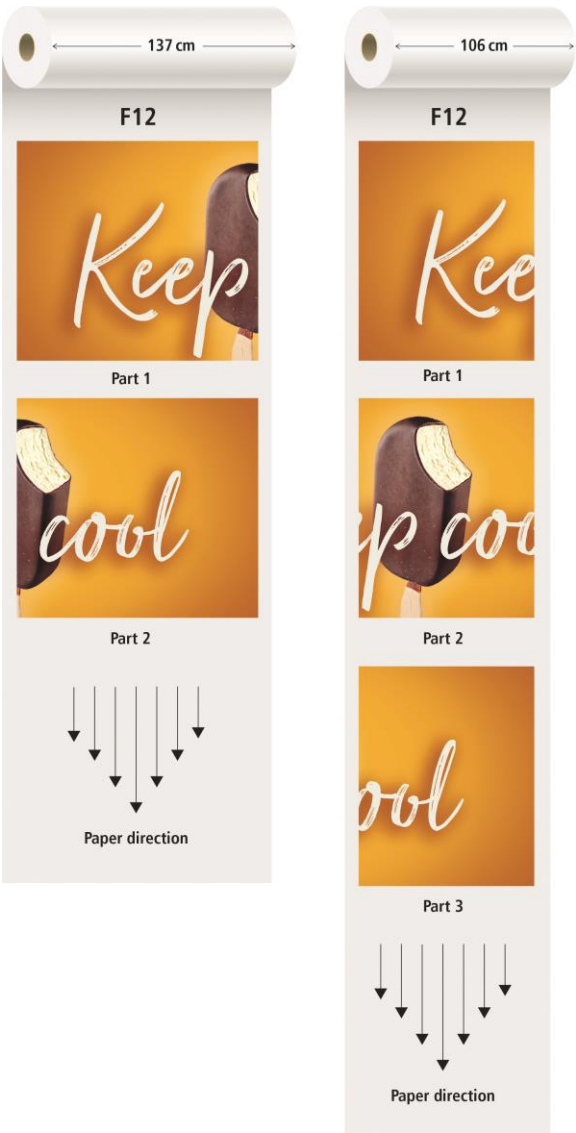
City format F200

| | |
|----------------------|--|
| Type | Wet poster |
| Dimensions of medium | 116.5 x 170 cm |
| Print data | Digital printing: <ul style="list-style-type: none">– Format: 245 x 350 mm– 120 dpi in final format Offset printing: <ul style="list-style-type: none">– Format: 245 x 350 mm– 355 dpi resolution– Final screen 34 |
| Paper | Blueback/Chantegris paper Bright white 110–120 g/m ² One side coated Grain-long |
| Production | Must be single part In machine direction (grain-long) |
| Wet expansion | Up to 4 cm across width |

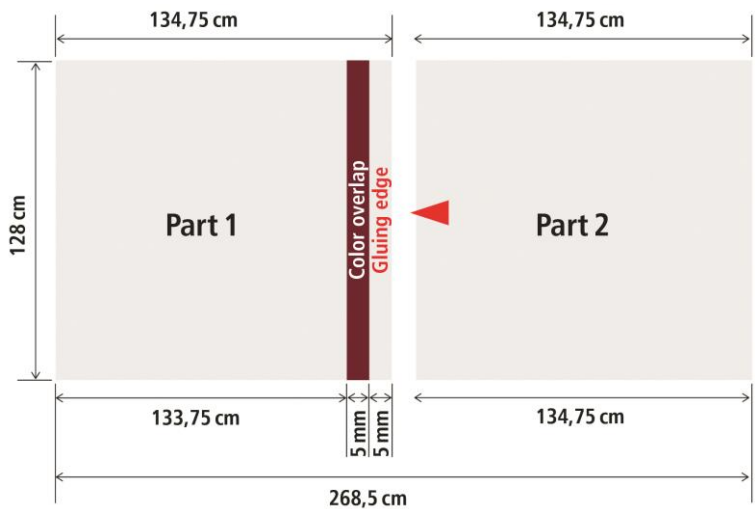


Wide format F12

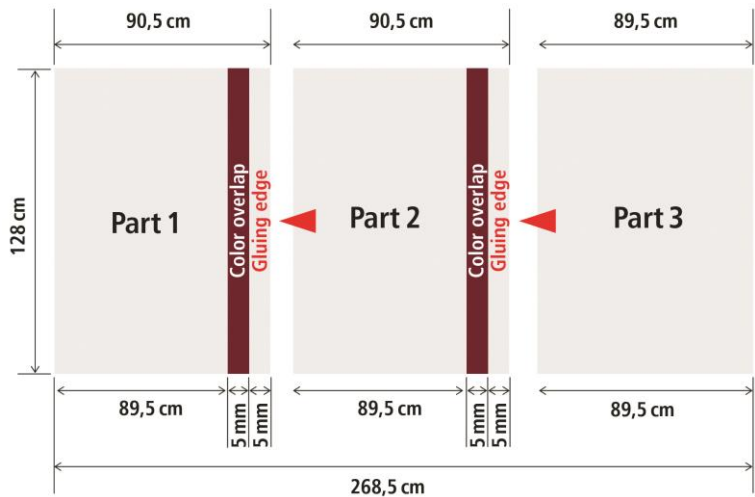
| | |
|----------------------|--|
| Type | Wet poster |
| Dimensions of medium | 268.5 x 128 cm |
| Print data | Digital printing: <ul style="list-style-type: none">– Format: 470 x 224 mm– 120 dpi in final format Offset printing: <ul style="list-style-type: none">– Format: 470 x 224 mm– 355 dpi resolution– Final screen 34 |
| Paper | Blueback/Chantegris paper Bright white 110–120 g/m ² One side coated Grain-long |
| Production | Must be 2 or 3-part In machine direction (grain-long) |
| Wet expansion | Up to 9 cm across width |
| Overlaps | The sections of poster are glued from left to right and overlap on the right edge. See adhesion diagram. The poster must have a colour overlap (5 mm) and an adhesive strip (5 mm) so that the join with the next section is even and the poster sections stick perfectly together. |
| Design | Take account of the multi-sheet printing method in the design. |



Adhesion diagram for wide format F12 wet poster 2-part



Adhesion diagram for wide format F12 wet poster 3-part

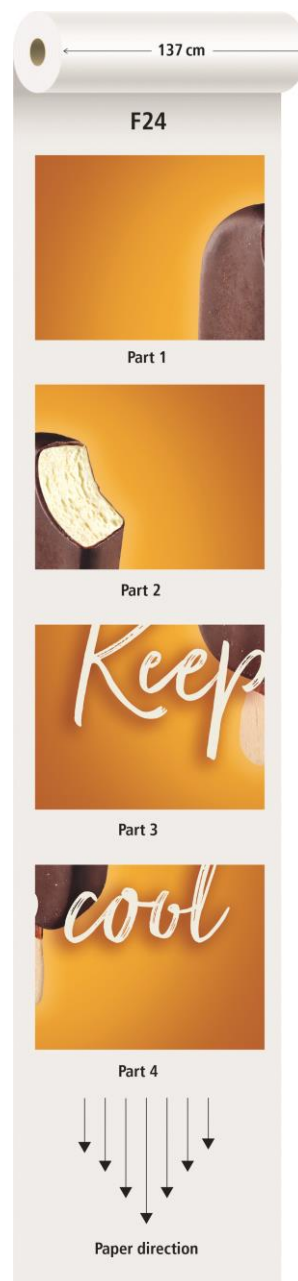


Important to know

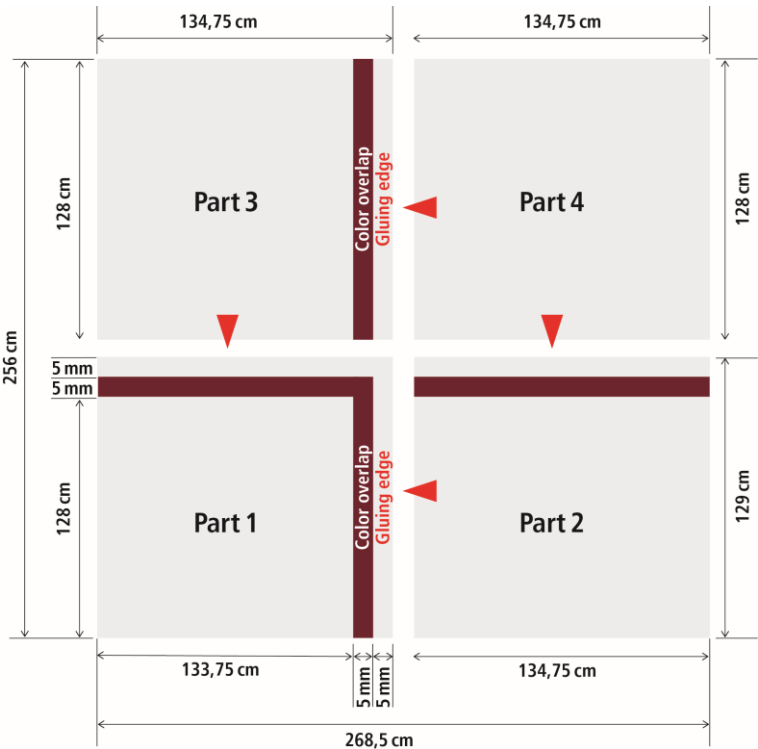
F12 wet posters produced on single sheets cannot be processed and will therefore not be accepted.

Large format F24

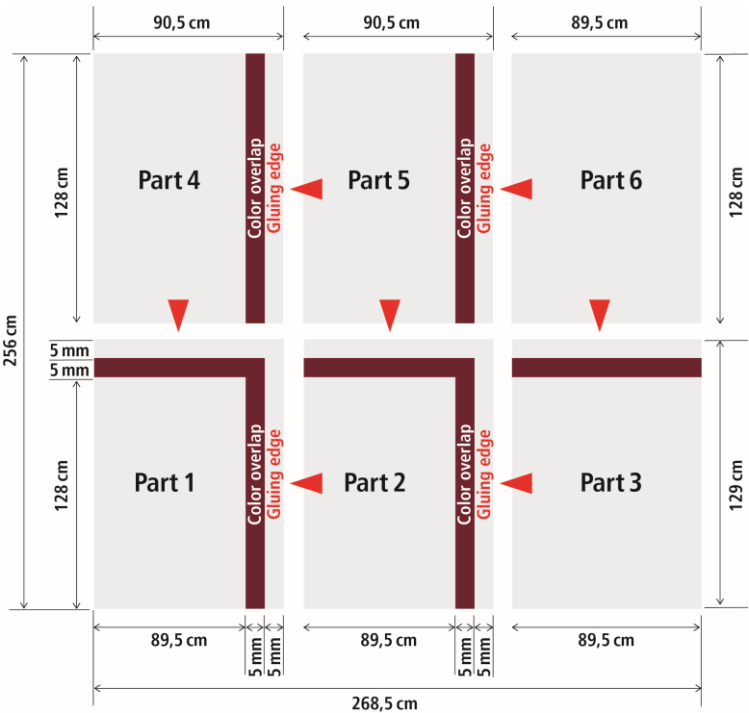
| | |
|-----------------------------|--|
| Type | Wet poster |
| Dimensions of medium | 268.5 x 256 cm |
| Print data | <p>Digital printing:</p> <ul style="list-style-type: none"> – Format: 470 x 448 mm – 120 dpi in final format <p>Offset printing:</p> <ul style="list-style-type: none"> – Format: 470 x 448 mm – 355 dpi resolution – Final screen 24 |
| Paper | <p>Blueback/Chantegris paper</p> <p>Bright white</p> <p>110–120 g/m²</p> <p>One side coated</p> <p>Grain-long</p> |
| Production | <p>Must be 4 or 6-part</p> <p>In machine direction (grain-long)</p> |
| Wet expansion | Up to 9 cm across width |
| Overlaps | <p>The poster sections are glued from left to right and from bottom to top, and overlap where they meet. See adhesion diagram.</p> <p>The poster must have a colour overlap (5 mm) and an adhesive strip (5 mm) so that the join with the next section is even and the poster sections stick perfectly together.</p> |
| Adhesion template | To ensure that the poster sections are glued in the correct order, we need the layout for the whole poster in advance. |
| Design | Take account of the multi-sheet printing method in the design. |



Adhesion diagram for large format F24 wet poster 4-part



Adhesion diagram for large format F24 wet poster 6-part



Specifications for backlit posters

Paper requirements

Backlit posters are hung in a backlit box and illuminated from behind. Unlike wet posters, the paper should be firmer and absorb as little moisture as possible, to minimize crinkling. For optimum transparency, only use whiteback backlit poster paper, which has a white back.

Backlit posters

| | |
|-------------------|--------------------------------|
| F12L/LR, F200L/LR | Whiteback backlit poster paper |
| | Reverse side white |
| | 135-150 g/m ² |
| | Both sides coated |

Backlit films for F12L and F200L

The backlit film is a specially designed film for the long-term use of posters in backlit boxes. With the right backlighting, the backlit film shows the intensity of colour to particularly good effect. The film is printed on the front and has a grammage of 180–200 g/m².

Backlit films cannot be used for the Rollingstar formats F200LR and F12LR. When backlit films are to be produced, please agree their use beforehand with the client.

Add-ons and snipes

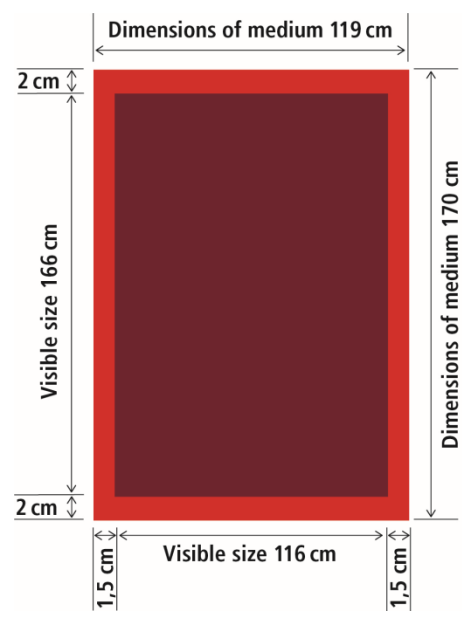
Backlit posters cannot be modified with add-ons or snipes.

Important to know

The paper to be used is an important quality attribute in poster production. APG|SGA does not produce its own paper, nor is there any paper certified by APG|SGA. However, the requirements are set out in this brochure.

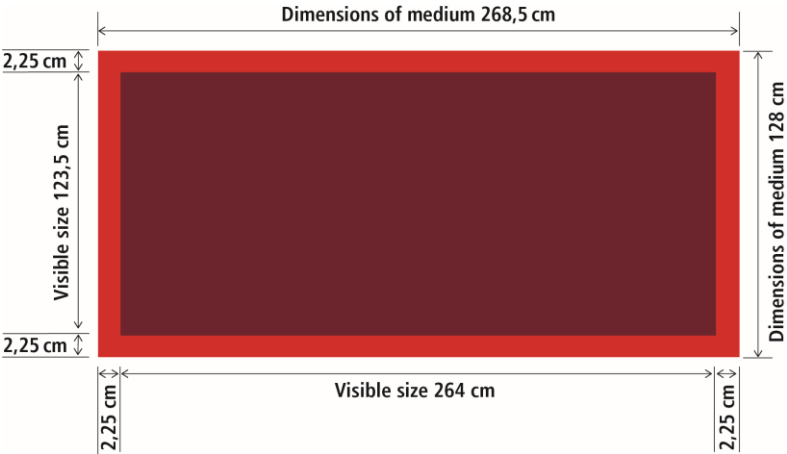
City format F200L and Rollingstar F200LR

| | |
|----------------------|---|
| Type | Backlit poster |
| Dimensions of medium | 119 x 170 cm |
| Visible size | 116 x 166 cm |
| Print data | <div>Digital printing:<ul style="list-style-type: none">– Format: 245 x 350 mm– Visibility field: 239 x 342 mm– 120 dpi in final format</div> <div>Offset printing:<ul style="list-style-type: none">– Format: 245 x 350 mm– Visibility field: 239 x 342 mm– 355 dpi</div> <div>Optional: 3-colour translucent printing on the reverse side for better colour quality</div> |
| Paper | <div>Whiteback backlit poster paper</div> <div>Reverse side white</div> <div>135-150 g/m²</div> <div>Both sides coated</div> |
| Production | <div>Must be single part</div> <div>Please make sure the printer fully complies with the specified poster dimensions and exact cutting angles.</div> |



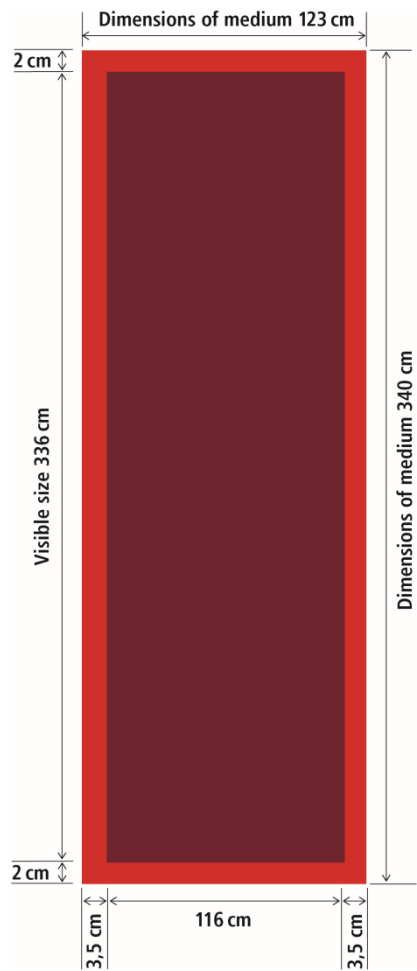
Wide format F12L and Rollingstar F12LR

| | |
|----------------------|--|
| Type | Backlit poster |
| Dimensions of medium | 268.5 x 128 cm |
| Visible size | 264 x 123.5 cm |
| Print data | <p>Digital printing:</p> <ul style="list-style-type: none">– Format: 470 x 224 mm– Visibility field: 462 x 216 mm– 120 dpi in final format <p>Offset printing:</p> <ul style="list-style-type: none">– Format: 470 x 224 mm– Visibility field: 462 x 216 mm– 355 dpi <p>Optional:</p> <p>3-colour translucent printing on the reverse side for better colour quality</p> |
| Paper | <p>Whiteback backlit poster paper</p> <p>Reverse side white</p> <p>135-150 g/m²</p> <p>Both sides coated</p> |
| Production | <p>Must be single part</p> <p>Please make sure the printer fully complies with the specified poster dimensions and exact cutting angles.</p> |



Startower F400LT

| | |
|----------------------|---|
| Type | Backlit poster |
| Dimensions of medium | 123 x 340 cm |
| Visible size | 116 x 336 cm |
| Print data | Digital printing: <ul style="list-style-type: none">– Format: 253 x 700 mm– 120 dpi in final format |
| Paper | Backlit film (e.g. opaque PVC films) |
| Production | Must be single part Please make sure the printer fully complies with the specified poster dimensions and exact cutting angles. |



Tips and tricks

Poster design

A poster's impact depends largely on its design. Poster design is guided by the laws of human perception. It is simple and focused and reduces image and text to just a few, memorable signs and characters that even a viewer in a hurry can recognize and retain as relevant.

Positioning of key elements

As wet posters expand by between 3 and 9 cm when soaked in water, it is advisable not to place any important design elements or frame lines on the edge. These could be removed when the billposter cuts the poster.

In the case of backlit posters, the visible size must be taken into account in the design. The placing of text or important design elements along the edges should be avoided, as these may be obscured by the frame of the backlit box.

Do not use traffic signs

For reasons of traffic safety, the law forbids roadside advertising from containing any traffic signs or directional symbols.



Colour restrictions

For reasons of traffic safety, it is also advisable not to use reflective and fluorescent colours for poster printing.

White posters

Posters designed with large areas of white may appear transparent in damp weather conditions. When this happens, the poster underneath may show through. Therefore, it is advisable not to design wet posters with large areas of white.

Fair advertising

The Swiss advertising standards commission (Schweizerische Lauterkeitskommission) is a neutral, independent institution in the communications sector whose purpose is self-regulation in advertising. It publishes principles for advertisers which support fair business practices and are intended to reduce the legal risks of lawsuits or criminal proceedings. Essentially, commercial communication must be lawful, truthful, not misleading and not discriminatory, and must comply with the principles of good faith in commercial transactions. APG|SGA refers to these principles and, if necessary, rejects inappropriate visuals. All the information can be found at www.faire-werbung.ch

Poster production

In order for the message on the poster to have maximum impact, there are a number of important aspects to take into account during the production phase. Posters must be checked for these prior to delivery.

Colour variations

If the posters are printed in several sections, colour variations may occur. Please always check the poster parts for colour variations by comparing them before rolling them up.



Folding cracks on the front and back of the poster

The posters are folded by machine for further processing. If the print quality is not adequate, this may cause the paper to crack. The poster will then soak up water along the crack.



Cutting posters

If posters are not correctly cut, the parts of the poster will not line up neatly. This results in a visible white edge between the posters, or a misaligned visual.



Tear damage

It is important to allow the posters to dry out sufficiently after printing. Otherwise, the posters may stick together after they are folded, and tear when unfolded.

Delivery

Delivery dates

For logistical reasons, we need your advertising media to arrive at our logistics center in Wallisellen **at least 10 working days before the start of the campaign.**

Delivery note and labels

To ensure that everything goes smoothly, please upload the layout for your posters to our customer portal www.apgsga.ch/myAPG prior to delivery. This makes it easier to identify the advertising materials and lays the foundation for trouble-free further processing. Once you have uploaded everything, you will be able to access and download a pre-completed delivery note as well as labels for labeling the poster rolls.

Access is gained via a link shown on the sales documents, or should be made available to you by your client.

Delivery address

APG|SGA, Allgemeine Plakatgesellschaft AG
Logistics Center
Hertistrasse 1
8304 Wallisellen
T +41 58 220 70 11
operations@apgsga.ch

Rolling the posters

Freshly printed posters that are loosely rolled up can be used. Posters that are too tightly rolled up and stored always roll back up again and won't unfold, so cannot be used.

F4, F12 (3-part), F24 (6-part):

- Divided by visual and language, not by campaign
- Maximum 100 posters per roll (for up to 33 F12 copies or 16 F24 copies, please deliver all poster sections in one roll; for 34 or more F12 copies or 17 or more F24 copies, please only roll up one poster section per roll)

– F200, F12 (2-part), F24 (4-part)

- Divided by visual and language, not by campaign
- Maximum 50 posters per roll (for up to 25 F12 copies or 12 F24 copies, please deliver all poster sections in one roll; for 26 or more F12 copies or 13 or more F24 copies, please only roll up one poster section per roll)

– F12L and Rollingstar F12LR

- Divided by visual and language, not by campaign
- Maximum 20 posters per roll

– F200L and Rollingstar F200LR

- Divided by visual and language, not by campaign
- Maximum 50 posters per roll
- Flat delivery required for 100 or more copies.

Wet posters may also be delivered flat with the agreement of our "Operations" department.

Posters are rolled from the bottom upwards. For multi-part posters, the poster parts must be rolled up as per the diagram below.

Example for a 3-part F12 wet poster:



Labelling poster rolls

Finished poster rolls must be labelled.

Label the poster rolls at the face end or on the side, so they can be identified in the high-bay warehouse:



Replacement posters

Do not forget to add the necessary number of replacement posters with your delivery, so that we can replace damaged posters as required. In order to do this, we require approx. 10–20% of the ordered quantity. The corresponding quantities – including replacement posters – are indicated in our quotations and confirmations, divided by format and language. With every delivery, we also ask you to supply us with two additional copies per visual in a separate roll. This makes the incoming inspection easier.

Multi-part posters

Deliver multi-part posters separately and identify the various parts. Include a layout or photocopies of your visual. By doing this, you will help us to correctly position the individual parts, which is very important, particularly with F24 posters. Note the following on the rolls (on the end):

- Customer
- Description of the visual
- Language
- Format
- Identification of the poster parts:
part 1, part 2, part 3 etc.

Important to know

Delivery notes and labels are automatically generated for customer use in the myAPG customer portal, which is accessed online.

Maintenance posters

APG|SGA also likes to use suitable customer posters with neutral visuals for the maintenance of its poster sites, to cover up old visuals or to bridge booking gaps. It is therefore possible that you will come across your posters at panels other than those you ordered.

Unused replacement posters will be destroyed at periodic intervals.

1–2 presentation copies will be archived at the Swiss National Library.

Test billpostings

When using new paper, we recommend that you ask us to test this beforehand.

F12 format posters can be submitted to us on request for testing purposes. The test results will be documented and sent to the requesting party as swiftly as possible.

The following additional criteria must be observed:

- Accompanying letter detailing the nature of the enquiry and comments on the test subject
- Contact person

Reservations: operations@apgsga.ch

Quality assurance

To help our customers optimize the efficiency of their advertising and to promote the image of outdoor advertising among the public and supervisory authorities, APG|SGA does everything it can to uphold the quality of Out of Home advertising. Therefore, we will also contact printing houses in the event of non-compliance with the guidelines set forth in this publication and draw their attention to deficiencies that we identify. In the event of repeat errors, we also reserve the right to issue a written reminder and to directly notify customers of violations of quality standards. Moreover, we may invoice costs incurred for extra work, re-posting, and other types of corrective interventions that may be necessary.

Thanks

Our special thanks to all the companies in the printing industry that assisted us with producing this publication.



www.apgsga.ch

APG|SGA,

Allgemeine Plakatgesellschaft AG

Hertistrasse 1

8304 Wallisellen

T +41 58 220 70 11

operations@apgsga.ch

Follow us

