

City-Light-Poster / City-Light-Poster-Wechsler

media production

paper size City Light poster sheet posters with a motif size of W 1,185 mm x H 1,750 mm

view format W 1,150 mm x H 1,700 mm
do not print essential elements to the very edge

print Offset printing process, 4/4-color
Digital printing (1-piece), 4/0 to 4/4-color
Posters cannot be used for wet pasting
Sticker cannot be used

paper quality 150 g/m² 2-sided coated offset paper
Paper direction narrow web

Longer posting periods

In the event of sagging (follow-up service) in a City Light poster changer, one new poster must be provided per week

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delivery

at least 10 working days (Mon. - Fri.) before the start of posting (Mondays)
flat on a pallet (for details see the “Technical specifications for poster delivery” guide)

Enclose delivery bill with the following details:

1. Address, telephone and fax number of the printing works
2. Name of the person in charge at the printing works
3. Advertiser / direct customer with agency
4. Poster motif (brand, product and subject)
5. Poster date (decade)
6. Format and quantity
7. Miniature proof

poster reserve

1 to 20	posters per motif	20% replacement per shipping address
21 to 99	posters per motif	10% replacement per shipping address
1.000 to 499	posters per motif	7,5% replacement per shipping address
from 500	posters per motif	5% replacement per shipping address

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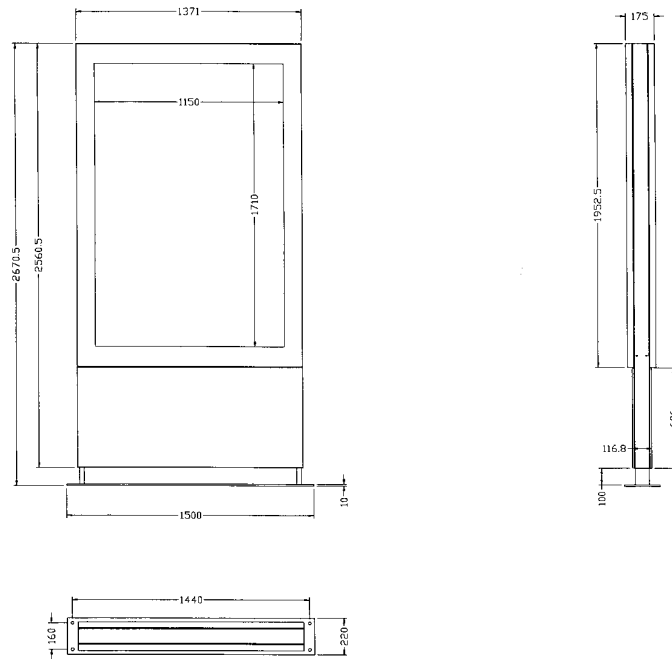
**storage/
disposal**

disposal automatically 100 calendar days (Mon. - Sun.) after the last poster retrieval

**guarantee/
special costs**

Ströer will charge the customer for any special costs caused by poor quality or late delivery of posters

dimensions



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regional specificities

Bielefeld, Bochum, Bremerhaven, Chemnitz, Darmstadt, Dresden, Essen, Esslingen a. Neckar, Gelsenkirchen, Gera, Heidelberg, Krefeld, Magdeburg, Mainz, Oberhausen, Pforzheim, Schwerin, Stuttgart

CLP nets can contain Premium City Light posters (see order confirmation).

Display either 2 CLP posters on top of each other or one continuous CLS motif (2-part)

For information, see product sheet “Product sheet City Light columns / Premium City Light posters”

Berlin

U29 mesh can contain Premium City Light Posters (see order confirmation).

Display either 2 CLP posters on top of each other or one continuous CLS motif (2-part)

For information, see product sheet “Product sheet City Light columns / Premium City Light posters”

Hamburg

Display of CLP city networks on premium city light posters

Location-optimized positioning:

At the top - in the street environment, for best visibility in the approach situation

At the bottom - in the pedestrian environment, for best visibility at eye level

Bremen

CLP city network contains stretch pillar locations

For information see product sheet “Stretch pillars”

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shipping addresses

Ströer Media Deutschland GmbH
Plakatfabrik Zirndorf
(VSA 1001)
Jordanstr. 22-24
90513 Zirndorf
Tel.: 0911.699870
Fax: 0911.6998799

Ströer Media Deutschland GmbH
Plakatfabrik Radebeul
(VSA 1002)
Friedrich-List-Str. 4
01445 Radebeul
Tel.: 0351.839330
Fax: 0351.8393399

Ströer Media Deutschland GmbH
ML-Center Witten
(VSA 1003)
Liegnitzer Str. 1
58454 Witten
Tel.: 02302.9299
Fax: 02302.929220

Ströer Media Deutschland GmbH
Ellerhold Wismar GmbH
(VSA 1004)
Akazienstr. 5-7
23972 Dorf Mecklenburg
Tel.: 03841.79610
Fax: 03841.796159

Poster placement in:

As per order processing program

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