

City Light columns / Premium City Light Poster media production

paper size	City Light Poster or City Light Pillar Sheet Posters with a motif size of W 1,185 mm x H 1,750 mm or W 1,185 mm x H 3,500 mm
view format	W 1,150 mm x H 1,700 mm or W 1,150 mm x H 3,400 mm Do not print essential elements up to the very edge
motif format	City Light Poster in 1-piece division City Light Pillar in 2-piece division (2 x City Light Posters) (see page 4) City Light Pillar in 1-piece division (see page 4)
print	Offset printing process, 4/4-color Digital printing (1-piece), 4/0 to 4/4-color Posters for wet bonding cannot be used Stickers cannot be used
paper quality	170 g/m ² 2-sided coated offset paper Paper direction narrow web

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delivery

at least 10 working days (Mon. - Fri.) before start of posting (mondays)
City Light column posters (2-piece) flat on pallet
City Light column posters (1-piece) rolled in cardboard box
(for details see „Technische Vorgaben zur Plakatanlieferung“)

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 (week)
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
100 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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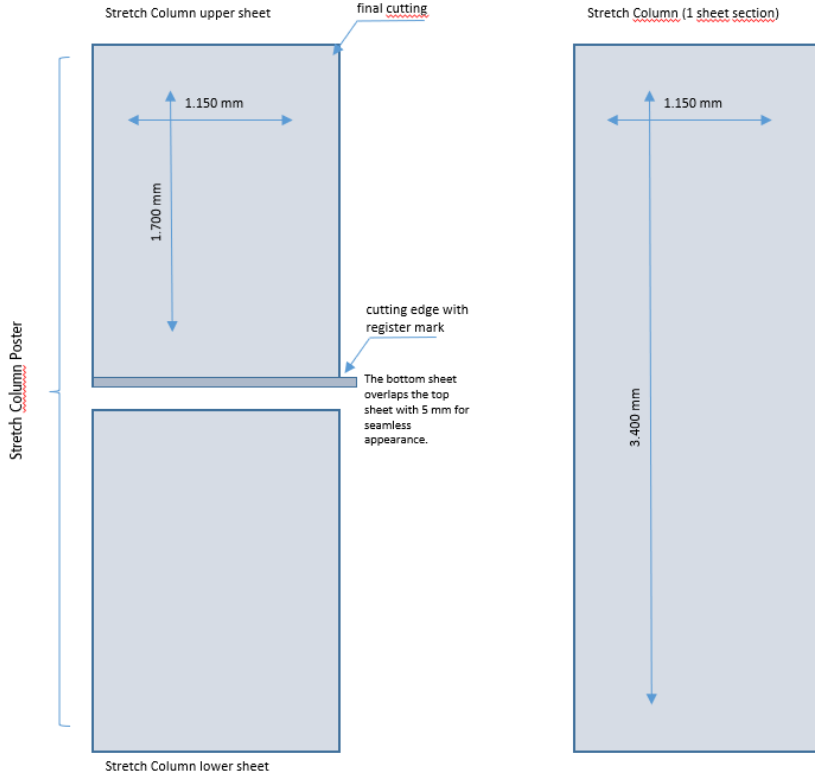
storage/
disposal

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 posting options

Location	2x CLP poster	1x CLS poster (1-piece)	1x CLS poster (2-pieces)
Bielefeld	x		x
Bremen *	only stretch columns (more details -> media production stretch columns)		
Dresden			x (only continuous CLS motif)
Frankfurt a. M. *	x		x
Hamburg	x	x	x
Hannover *	only stretch columns (more details -> media production stretch columns)		
Köln			x (only continuous CLS motif)
Pforzheim	x		x
Stuttgart	x		x
* Please note the technical location specifications on the order confirmation			

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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

Poster placement in:

As per order processing program

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Poster placement in:

As per order processing program