

# Urban Poster

## media production

<b>paper size</b>	1/1, 2/1, 4/1, 6/1 or 8/1 sheet posters Poster size from W 594 mm x H 841 mm to W 1,190 mm x H 3,360 mm
<b>print</b>	only waterproof, elastic colors Posters cannot be used for backlit display
<b>paper quality</b>	115 g/m <sup>2</sup> wet-strength poster paper with blue reverse vertical expansion of all sheet sections
<b>delivery</b>	at least 10 working days (Mon.-Fri.) before start of posting, flat on pallet

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

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## poster reserve

1 to 20	posters per motif	20% replacement per shipping address
21 to 999	posters per motif	10% replacement per shipping address
1.000 to 1.499	posters per motif	7,5% replacement per shipping address
from 1.500	posters per motif	2,5% replacement per shipping address

## 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