

# Centerplakater

Opdateret februar 2018

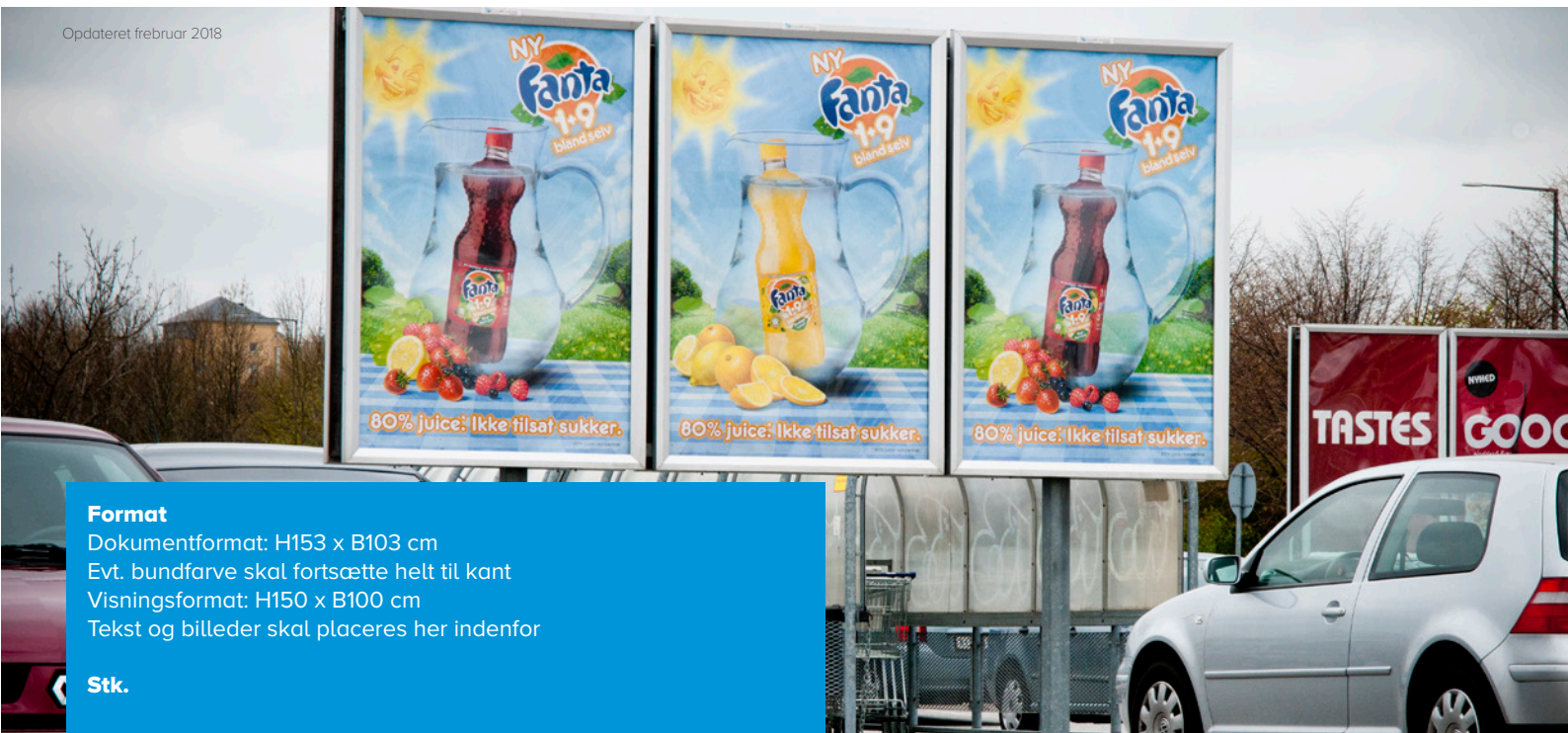
Ordrenr.:

Kunde:

Kampagneuge(r):

Deadline for levering af færdigtrykt materiale:

Kommentarer (evt.):



## Format

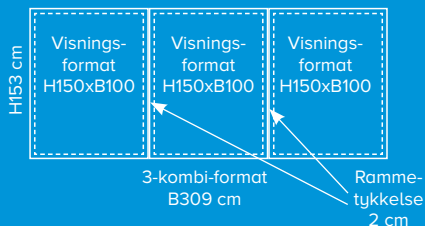
Dokumentformat: H153 x B103 cm

Evt. bundfarve skal fortsætte helt til kant

Visningsformat: H150 x B100 cm

Tekst og billeder skal placeres her indenfor

## Stk.



## Materiale

Serigrafi eller offset på vådstærkt papir med blå bagside, 115-125 g/m<sup>2</sup>, i smal bane (fx "Blue Screen Mural" eller "Chantaffiche 250"). Ved flere motiver skal plakaterne kodes i øverste højre hjørne udenfor visningsformatet

## Godkendelse hos Dansk Supermarked (DS)

Alt materiale skal godkendes af DS. DS tillader ikke prisbudskaber på materialet, og ved tidsbegrænsede aktiviteter, anbefales det, at dette fremgår af materialets tekst. Der må ikke opsættes plakater for konkurrerende supermarkeder, centre eller detailhandelskæder, og der må ikke reklameres for varer, der ikke føres i DS varehuse. Undtagelse herfor kan være biler, forsikringer o.l. samt ikke konkurrerende tjenesteydelser, der fx udbydes på tankstationer - bilvask o.l. Alt kræver dog forhåndsgodkendelse af DS

## Upload layout

Fremsend layout til godkendelse senest 3 uger før kampagnestart dvs. inden levering af materiale, så vi kan kvalitetssikre:

<http://www.clearchannel.dk/file-uploader>

Mrk. filen: Ordrenr.\_Kundenavn\_Kampagneuge(r)\_Medie

Alternativ upload via wetransfer til [support-kp@clearchannel.dk](mailto:support-kp@clearchannel.dk)

## Opsætningstermin

Vær opmærksom på, at standard-opsætningstermin er fra torsdag til søndag, før kampagnestart, samt at nedtagning sker senest søndag efter kampagneafslutning

## Levering af færdigtrykt materiale

Plakaterne leveres plano i balance og renskåret

## Stk.

## Adresse

Clear Channel  
Betongvägen 4a  
14250 Skogås  
Sverige

## Følgeseddel-informationer:

- Kundenavn
- Kampagneuge(r)
- Antal plakater
- Illustration af layout
- Antal motiver - ved flere motiver, skal plakaterne leveres med tydelig adskillelse - hvert motiv på hver sin palle - med mærkning af periode - samlet i én pakke

Det er annoncørens ansvar at sikre, at layout eller design ikke strider mod markedsføringsloven eller krænker 3. mands immaterielle rettigheder, samt at materialet overholder de anførte specifikationer. Se vores forretningsbetingelser på [clearchannel.dk](http://clearchannel.dk)

Spørgsmål? Kontakt Kampagneplanlægningen på +45 36440244 eller [support-kp@clearchannel.dk](mailto:support-kp@clearchannel.dk)

## Delivery specifications (client prints)

# Center posters

Updated February 2018

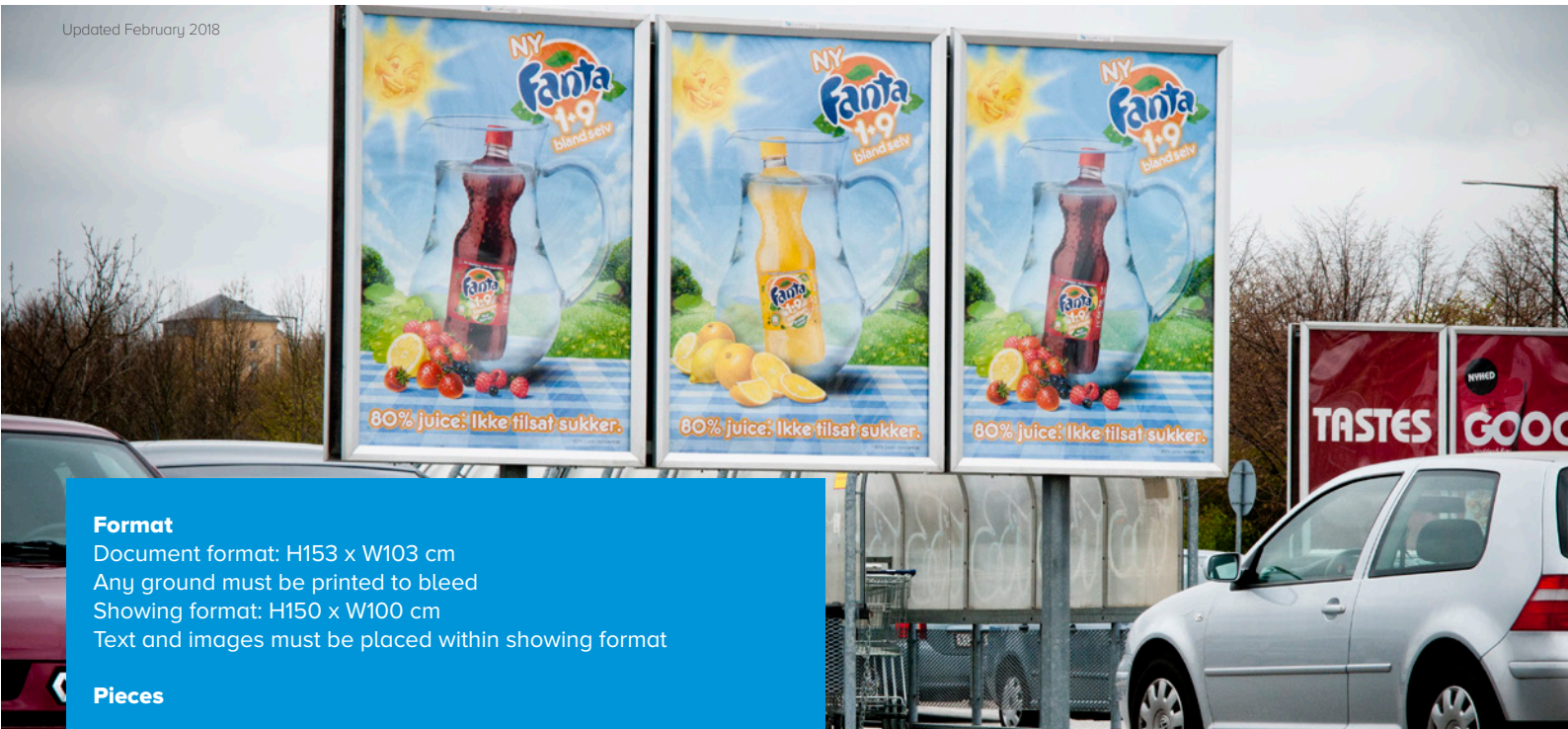
Order number:

Client:

Campaign week(s):

Deadline for delivery of print-ready material:

Comments (if any):



### Format

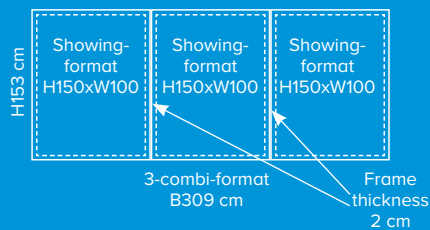
Document format: H153 x W103 cm

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 background, 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

### 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 support-kp@clearchannel.dk

### Posting-period

Please notice that the standard posting-period is between Thursday to Sunday prior to campaign start. 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
- Illustration of layout
- Number of motifs - if multiple motifs, posters must be delivered with clear separation - each motif on each pallet - labeling period - all in one package

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.

Questions? Contact Campaign planning +45 36440244 or support-kp@clearchannel.dk