



GENÈVE AÉROPORT MEGAPOSTER EXIT P2-P4



Print specifications

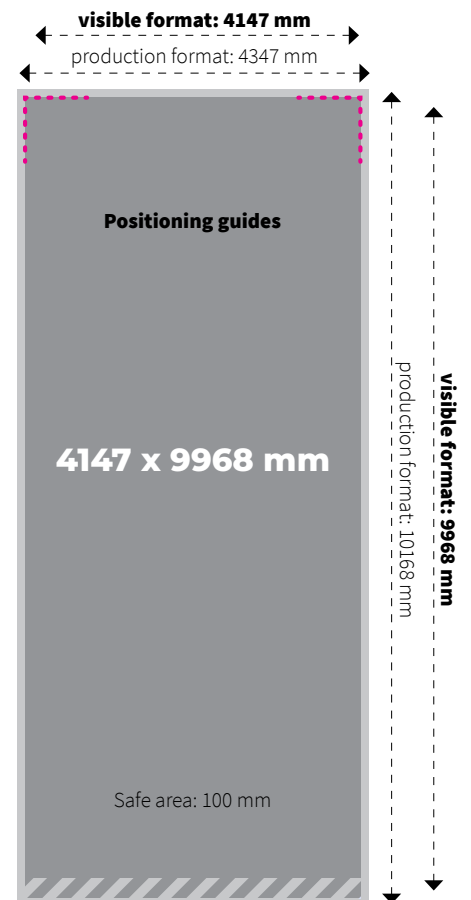
Material	Vinyl (PVC)
Print format	4347 x 10168 mm
Visible format	4147 x 9968 mm

Preparing computer files for digital printing

Deadline	15 days before campaign start
File	High resolution PDF
Resolution	Minimum 800 dpi (80 dpi @ 100%)
Scale	10% of printing size
Colors	CMYK
Bleeding	100 mm on each side (already included under "Print format")
Special marks	Positioning guides on top-left and top-right (dashed lines of 0.1 mm x 25 mm / see template). No other printer's marks.

Related surfaces

P2P4E



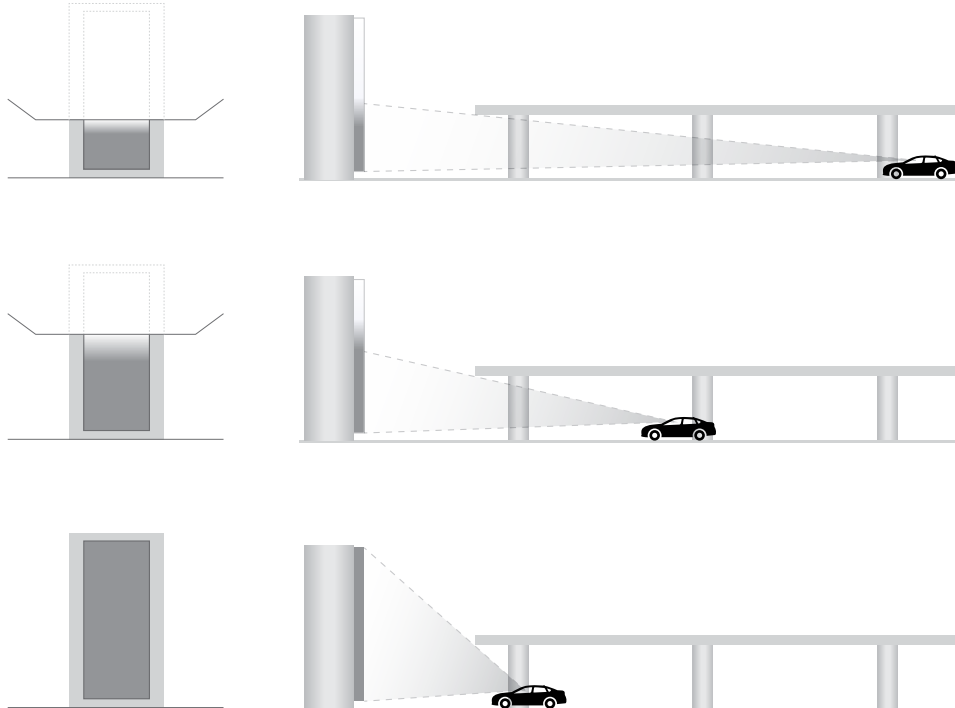
MEGAPOSTER EXIT P2-P4

READING DIRECTION

This megaposter is ideally located at the exit of the car parks, as the first image of Geneva.

The particularity of this format is its reading direction. Because of its position and the flow of vehicles, its decoding is unusual; it is first the lower part that appears, the upper part being revealed only gradually.

This reading from top to bottom can be skilfully used, for example, in the gradual decoding of the tagline (claim?) or in an original discovery of a product.



Due to the slab on the upper floor of the car park, the megaposter only appears gradually.

Safety zone: avoid placing too subtle elements in these areas.



SAFETY ZONES

Due to the fixing problems caused by the weight and size of this megaposter, it is not advisable to place too subtle or too thin horizontal elements near the top and bottom edges, such as borders.