

Tartu mnt breakthrough



At close quarters of the Stockmann shopping centre we have 16 double-sided poster pillars.

The format : 2 x 1,4 m x 3 m

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OUTDOOR

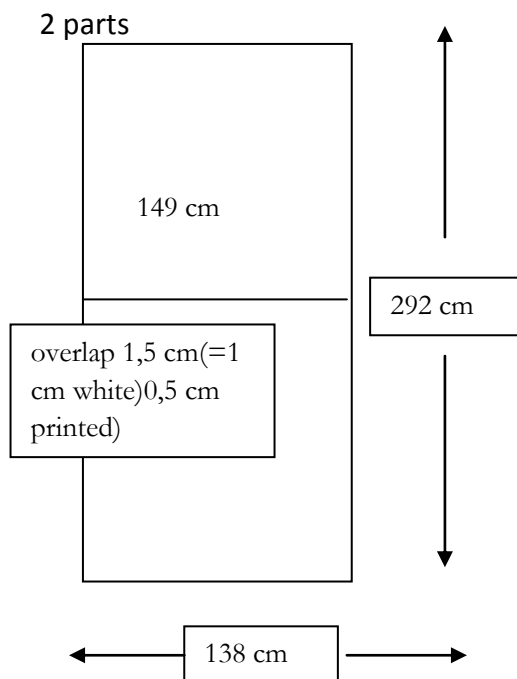
Print instructions of posters for pasted pillars

Posters are usually printed in big-sheet offset or silk screen.

All pictures should be in high-resolution, or separately on slides.

The posters are printed in two parts, to give a total size of 138 x 292 cm.

They are cut according to this instruction:



Paper Specifications

The paper suitable for outdoor use should be uncoated, wood-free, wet strong of minimum 120 g/m². Always use poster paper with the fibres in horizontal direction.

The specified weight does not include the increase in weight attributed to coating. The wet-opacity must not be lower than 96%, and the dry-opacity not lower than 98%. It is important to have a horizontal fibre-grain throughout the entire delivery.

When new grades of paper are introduced, the outdoor advertising companies must be consulted well in advance, and paste-up tests must be conducted. Moreover, the outdoor advertising companies should be consulted and past up tests should be conducted before coated paper is used in connection with screen-printing.