



GBB

WERBUNG

MOTORWAY ADVERTISEMENT

DATA
PREPARATION

FILE FORMAT

Please use vectorized print data from the commercially available graphics applications for production.

Please send us the data as print-optimized PDF files (PDF/Z-4a).

The data are to be laid out proportionally at a scale of 1:1 or 1:10 in the final format.

A 5 mm bleed margin is required for trim advertisements.

Please define colours in CMYK mode, define special colours as such. For black we recommend defining it as 4c-Black (65c/50m/40y/100k).

All colours are to be indicated in CMYK mode, spot colours and special colours are to be converted to CMYK.

Pantone, RAL and HKS spot colours can only be approximately reproduced due to the printing technique utilized.

Please do not use image formats such as pict, gif, wmf and also colour spaces such as indexed colours and LAB.

Colour profile: coated FOGRA39

Avoid using embedded colour profiles.

For data in which you are working with transparencies, it is important that the PDF is not created directly from the programme, but via Acrobat Distiller (above all data from InDesign and Illustrator).

Please vectorize True Type fonts (conversion in path).

Please transmit images or graphics at at least 72 DPI in the final format.

DESIGN SPECIFICATIONS

Visual format 1,455 mm x 1,955 mm (with mounting pints and rounded corners, see [sketch](#)).
Print format 1,520 x 2,100mm.

The representation of a word and/or word-image combination and the use of a company logo is possible.

The font height of individual letters must be at least 175 mm (typographic size 745pt.)

Please use a natural colour (no fluorescent or neon colours) and colour combination so that there is no possibility of confusion with road signs. Exclusively non-reflective films are used in production.

FILE NAME

Please name the file as follows:

- Product name (Motorway signal board)
- desired final size of the form of advertising including unit of measure. (1.5 x 2 metres)
- Degree of possible reduction
- Please do not use special symbols, letters with accents or special characters, spaces and punctuation marks (with the exception of hyphens or underscores).

Example: Autobahntafel_Coca_Cola_1.5x2Meter_1to10

PROHIBITED ADVERTISING CONTENT

Safety first. The following advertising content is not permitted with regard to traffic safety:

Advertisements for medications and narcotics.

Advertisements for alcoholic beverages, tobacco (cigarettes, cigars, e-cigarettes, vaporizers) and other stimulants and addictive substances. The mention of production sites or points of sale for alcoholic products is also prohibited.

Advertising for products and companies that endanger road safety or contain solicitations of actions that are contrary to road traffic laws or are undesirable.

Advertisements for hospitality operations and hotels that are located within a vicinity of up to 5 kilometres from the interchange.

Advertising for petrol stations and rest areas.

Advertising of political content.

Advertising of content that is offensive to common decency, including ambiguous content, messages and questions.

Content that may cause the advertising sign to be confused with a traffic sign.

Advertising with aversive stimuli that could cause an avoidance reaction. Aversive content is content that may evoke uncomfortable feelings (e.g. disgust or fear), such as through images of accidents of injured people.

DATA TRANSFER

Please use the following modes of data transfer:

- E-Mail (werbung@oebb.at) for files up to 10 MB
- via transfer server at werbung.oebb.at/upload or wetransfer.com
- Please contact us if you have questions about other transfer paths.

Please name the file to be transferred as described under "File Name".

MAC files must be compressed into a ZIP file for transfer via e-mail.

SUBSEQUENT CORRECTIONS

File post-editing and other changes are not included in the production price and will be billed according to expense.

Please note that we assume no liability for the accuracy and completeness of the print work.